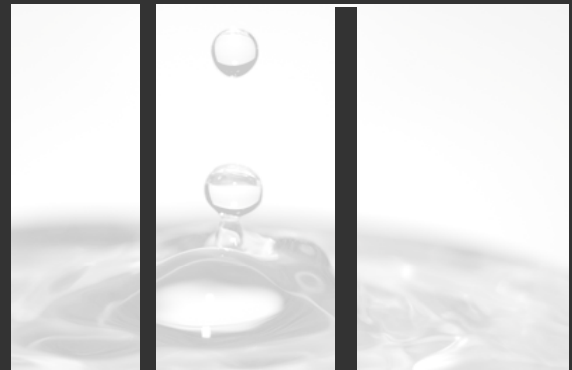


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Shaping the Future

Division of Chronic Disease Prevention & Control · Division of Nutrition & Physical Activity · Tobacco Prevention & Cessation Commission

Community Health Workers

by Andrea Priest

In Indiana, the burden of chronic disease continues to increase. One in every five Hoosier adults lives with one or more chronic conditions, such as cardiovascular disease, arthritis, cancer, diabetes and/or asthma. This challenge has prompted policy-makers, providers and insurer groups to look for evidence-based practices to address this issue.

One such practice is the use of Community Health Workers (CHWs) on the healthcare team. CHWs are from the communities they serve. They are a natural extension of the community and can help promote population health, as well as, facilitate the prevention, management and treatment of chronic conditions. CHWs serve as members of patient care teams and as a bridge between the health and human services system and the communities they seek to serve.

The American Public Health Association (APHA) defines CHWs as “frontline public health workers who are a trusted member of and/or has an unusually close understanding of the community served”. CHW job titles include promotora de

salud, certified recovery specialist, care coordinator, patient navigator, health access worker, outreach worker, health educator, home visitor, lay advisor and others.

In addition to addressing the health disparities and increasing access to care, employing CHWs has been shown to bring a return on investment (ROI) of at least 3:1 in multiple states and various formats. A New Mexico based Medicaid HMO, Molina Health Care, found a reduction in the costs of high utilizers of services with the use of CHWs and are expanding their use into all states in which they operate. The Community Health Access Program of Ohio (the “Pathways” model) also delivered a strong ROI while utilizing CHWs to reduce low birth weight and premature deliveries.

In Indiana, we are working to spread awareness about the value CHWs can bring the communities they serve while increasing positive health outcomes and access to care. Results from our recent state-wide assessment showed more than half of the CHW respondents have worked as CHWs for more than 5 years; and nearly

one third with more than a decade of experience. Key employers of CHWs include community based organizations, hospitals, health departments, clinics and school systems. The most important roles that CHWs play, identified by both the workforce and the employers, include health education and promotion, assuring access to care, informal counseling and social support.

In November 2011, the Indiana Community Health Worker Coalition was formed to increase awareness of Hoosier CHWs and their importance in future health efforts. The coalition is currently defining the core roles and responsibilities while researching the opportunity of a credentialing or certification process for the CHW workforce. As noted on the survey, 80% of CHW employers supported the credentialing of CHWs. In addition to these tasks, the coalition is exploring the CHW efforts as reimbursable.

If you are interested in learning more about the Indiana Community Health Worker Coalition, please visit the Coalition’s Facebook page (IN Community Health Workers) or the [CHW page on the ISDH website.](#)

Our “4-1-1”

Cancer Section	Director	Phone Number	E-mail
Cancer Surveillance	Vacant	(317) 233-7424 ...	kwright@isdh.in.gov
Cancer Early Detection	Kathryn Tewanger	(317) 233-7901 ...	ktewanger1@isdh.in.gov
Cancer Control	Keylee Wright	(317) 234-2945 ...	kwright@isdh.in.gov
Cardiovascular Health & Diabetes Section	Laura Heinrich	(317) 233-7449 ...	ltheinri@isdh.in.gov
Communities Partnerships ...	JoBeth McCarthy-Jean ..	(317) 233-7816 ...	jmccarthy-jean@isdh.in.gov
Chronic Respiratory Disease Section	Barbara Lucas	(317) 233-7299 ...	barlucas@isdh.in.gov
Division of Nutrition & Physical Activity	Marcie Memmer	(317) 233-7726 ...	mmemmer@isdh.in.gov
Office of Minority Health	Antoniette Holt	(317) 233-3006 ...	aholt@isdh.in.gov
Office of Women’s Health	Kathryn Jones	(317) 233-2170 ...	kajones@isdh.in.gov
Tobacco Prevention & Cessation Commission	Miranda Spitznagle	(317) 234-1780 ...	mspitznagle@isdh.in.gov

Available **Online**/New Resources

4 new online webinars from the Diabetes Training & Technical Assistance Center (DTTAC)

- External Partnerships: Employers & Public Health Working Together Toward Improving Worksite & Community Health
 - Health Systems
 - Community Health Workers
 - Making Health Communication Strategies Work for Your Program

[View the webinars.](#)

Health Resources & Services Administration (HRSA) Clinical Quality & **Performance Measures Toolkit**

Designed to assist healthcare organizations with their quality improvement efforts. Resources include clinical quality measures for cancer screenings, diabetes and hypertension.

[View the toolkit.](#)

Roots of Health Inequity online learning collaborative

The site offers a place for those who want to address systemic differences in health and wellness that are actionable, unfair and unjust. The collaborative will offer an opportunity to explore concepts and strategies by working through 5 questions.

[View the collaborative.](#)

New Indiana Health Data Website

by Greg Budney, MPH and Matthew Ritchey, DPT, MPH

The Indiana State Department of Health (ISDH), in partnership with the Indiana Hospital Association (IHA) and the Indiana Business Research Council (IBRC), has created INdicators, a website that provides the most current Indiana health-related data and information at the state and local levels. The INdicators site will contain centralized public health resources for Indiana and its local areas, including data on more than 90 key indicators, including Community Health, Economy, Education, Environment, Government and Politics, Public Safety and Transportation. This data is also broken out (as available) by age, race, ethnicity, sex and socioeconomic status, and will be tracked over time to better understand trends and to evaluate public health interventions.

The data and information on the INdicators site can be used to help perform community health needs assessments (CHNA) and guide development of community health improvement plans (CHIP). Not-for-profit hospitals and local health departments applying for national accreditation are required to carry out both of these activities to meet their community benefit requirements. Most importantly, these data and efforts can help drive individual and population level improvements in health.

As the INdicators site continues to develop, it will offer visitors the ability to compare state and local indicator values to state and national goals reflecting the Indiana State Health Improvement Plan (I-SHIP), other state health plans, Healthy People 2020 and other nationally or state accepted measures. INdicators will also provide links to I-SHIP, state plans, vetted CHNA and CHIP guidance and other resources. These resources include evidence-based activities that a community can implement based on its health needs assessment as well as a current health-related newsfeed corresponding to each indicator page.

INdicators will provide access to Healthy Demographics Profiles that include additional data for all Indiana counties, the state of Indiana, health preparedness regions and Indiana metropolitan areas and has the ability to compare up to 13 counties in a side-by-side table format. INdicators has built-in mapping options that allows for thematic viewing of data for Indiana counties, townships and/or school districts.

INdicators is designed to be a user-friendly site where individuals and communities can gather data and resources. To ensure it is serving this purpose, there will be online interaction, such as user surveys

and polls, for website users to provide constructive feedback.

The initial INdicators website, including access to all of the key indicator values, was launched December 19, 2012. Additional functionality of the site will be incorporated over time and will include features requested by users of the sites.

For more information, please email INdicators@isdh.in.gov.

Features of the INdicators website

- Comparison of statewide and local indicator values to state and national health goals.
- Relevant state plans, community health needs assessment and community health improvement plan guidance.
- Mapping features for viewing data at the county, township and school district levels.
- Demographic profiles for viewing data at the county, metro and health preparedness district level.
- Promising practices from across the nation that communities can implement based on health needs assessments.

Learn more at the Indiana INdicators website:

IndianaINdicators.org

Communities in Action

Everyday, Hoosiers take action to change local policies, systems and environments to improve the health of their neighbors. Their success can assist us in our own challenges by providing proven programs and ways to implement these in our own communities.

TPC Celebrates Tobacco-Free School Policies

by: Katelin Ryan

The Tobacco Prevention and Cessation Commission (TPC) currently funds 64 community and minority-based tobacco control coalitions throughout Indiana. This infrastructure was developed and has been maintained by TPC for 11 years. The 64 grantees, strengthened by trainings and support through TPC, have established themselves as key contacts on tobacco control and health policy issues in their communities.

One health policy area in which the local tobacco control coalitions have made extraordinary progress over the past decade is *comprehensive tobacco-free policies in public school districts*.

The majority of daily smokers start before the age of 18. In efforts to reduce the initiation, prevalence and intensity of smoking among youth, the coalitions have worked to expand the tobacco-free environment and school-based policies, as well as, increase the price of tobacco, comprehensive smoke-free air laws and the number of mass media campaigns.

In order for a school district to be recognized as being tobacco-free, language in the school's policy must express or imply that:

- a. possession or use of tobacco in any form; such as cigar, cigarette, pipe, chewing tobacco, etc.; is prohibited,
- b. the adopted policy is effective 24 hours a day,

- c. school buildings are tobacco free,
- d. school grounds are tobacco free,
- e. school vehicles are tobacco free,
- f. all students are subject to the policy's regulations,
- g. all staff are subject to the policy's regulations and
- h. all parents and visitors are subject to the policy's regulations.

Tasked and trained by TPC to begin working with schools to pass comprehensive school-based policies in 2001, local tobacco coalition coordinators have provided education, training and technical assistance to school administrators on the importance of tobacco-free school policies, components of comprehensive policy language, policy implementation, and policy maintenance strategies.

In 2001, only 28 percent of public school districts in Indiana had policies in place. Today, 83 percent of public school districts have enacted a comprehensive tobacco-free policy.

Special recognition is given to school corporations in Indiana that have policies prohibiting tobacco use by students, staff, parents and visitors on school property and school-owned vehicles 24 hours a day.

The **Gary Sandifur Tobacco-Free School Award** was created in memory and honor of Gary Sandifur and the Sandifur family, as well as, countless other Hoosier families that have been harmed by tobacco use. Schools that pass tobacco free policies may apply. [View the past recipients.](#)

The following schools have achieved tobacco-free school policies in 2012

Public Schools

- Tri-Township Consolidated School Corporation
- Baugo Community Schools
- Danville Community School Corporation
- East Allen County
- Barr-Reeve Community Schools
- Northeastern Wayne Schools

Charter Schools

- Charles A. Tindley Accelerated School
- Fountain Square Academy
- Indianapolis Lighthouse Charter School

Helpful School & Community Resources

- [2012 Surgeon General's Report-Preventing Tobacco Use Among Youth and Young Adults](#)
- [ISDH Tobacco Prevention and Cessation](#)
- [Gary Sandifur Tobacco-Free School Award](#)
- [Tobacco Prevention and Cessation- Tobacco-Free Schools List](#)
- [Tobacco Prevention and Cessation- Tobacco-Free Schools Map](#)

Communities in Action

St. Joseph County Minority Health Coalition

Diabetes Education Empowerment Program
with Tobacco Cessation (DEEP-TC)

SOUTH BEND, IN - The St. Joseph County Minority Health Coalition (SJMHC) strives to promote minority health through advocacy, service delivery, public relations, research and leadership, and to provide community representation for medically under-served individuals that will bring about workable solutions for addressing personal, family and community health problems.

The increasing number of Hoosiers with diabetes is a concern to the SJMHC. As they researched proven programs to assist community members in better control and management of diabetes, the Diabetes Empowerment Education Program with Tobacco Cessation (DEEP-TC) was introduced to them through the ISDH Cardiovascular Health and Diabetes Section.

DEEP - TC is an effective empowerment program that was developed by the Midwest Latino

Health Research, Training and Policy Center at the University of Illinois at Chicago. It was developed to provide community residents with the tools to better manage their diabetes in order to reduce complications and lead healthier, longer lives. Offered as an 8 to 10 week program, the DEEP-TC curriculum covers diabetes risk factors, complications, nutrition, physical activity, use of the glucose meter and medications, building partnerships with a diabetes health care team, psychosocial effects of illness, problem-solving strategies, how to access community diabetes resources and tobacco control tools.

The DEEP-TC program goals are for each participant to increase the knowledge of diabetes, increase self-management skills, better manage psychosocial issues, reduce A1C and weight, and make short and long term behavioral changes.

SJMHC has been implementing the DEEP-TC program for over three years and was assisted nearly 120 participants. They were part of an ISDH evaluation of the program

that revealed that over 95% of all participants were “very satisfied” or “satisfied” with the knowledge they gleaned from the program and 100% indicated they had a better understanding of diabetes.

Learn more about the [DEEP-TC program](#).

Read the full [DEEP-TC evaluation](#).

Learn more about [St. Joseph Minority Health Coalition](#).

“The DEEP TC class allowed me to learn how my body works and how diabetes affects me. It also taught me how my smoking habit, which I also shook, was making my diabetes worse.”

- SJMHC Participant

SJMHC promotes programs using **Social Media**

SJMHC’s innovative use of social media has enabled them to promote the DEEP-TC and many other valuable programs in their community.

Facebook, Twitter, and YouTube have allowed them to expand their audience and reach new communities with daily health messages.

Resources from the CDC

CDC Launches Chronic Kidney Disease (CKD) Surveillance System Website

Learn more about the burden of CKD and its risk factors in the U.S. population over time and the progress of efforts to prevent, detect and manage CKD.

[Learn more about CKD.](#)

Also, a NEW Fact sheet summarizes CKD Initiative Protecting Kidney Health.

[View the Fact Sheet.](#)

New Blood Pressure Resource & Corresponding Promotora Guide

A second fotonovela in the series “Cómo controlar su hipertensión” has been developed to assist with sodium reduction in blood pressure control.

“Controlling Hypertension by Learning to Control Sodium Intake”

A Promotora Guide is also available for health care team members.

[View the Fotonovela.](#)
[View the Promotora Guide.](#)

Spanish versions will soon be available.

CDC Guides to Increase Physical Activity & Fruit/Vegetable Consumption

Provides guidance for program managers, policy makers and others on how to select strategies to prevent overweight and obesity.

- The CDC Guide to Strategies to Increase Physical Activity in the Community.
- The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables

[View the Guide for Physical Activity.](#)
[View the Guide for Fruit/Vegetable Consumption](#)

Make a Difference in 2013!

The Division of Chronic Disease Prevention and Control, the Division of Nutrition and Physical Activity and Tobacco Control Prevention and Cessation would like to invite you to participate in one of the coalitions working toward improving the lives of all Hoosiers!

Cardiovascular and Diabetes Coalition of Indiana (CADI)

Contact: Temi Ekiran, (317) 456-7567
cadicoordinator@gmail.com

Indiana Cancer Consortium (ICC)

Contact: Caleb Levell, (317) 520-9344, caleb@indianacancer.org

Indiana Community Health Worker Coalition

Contact: JoBeth McCarthy-Jean, (317) 233-7816, jmccarthy-jean@isdh.in.gov

Indiana Healthy Weight Initiative (IHWI)

Contact: April Hammerand (317) 456-7565, ahammerand@inpha.org

Indiana Joint Asthma Coalition (InJAC)

Contact: Jena Grosser, (317) 520-9343, jena@injac.org

[Find a local tobacco coalition.](#)

Indiana Healthy Weight Initiative

The Indiana Healthy Weight Initiative (IHWI) has made great strides this year re-convening partners, improving health and wellness through policy, environment and lifestyle change. As we pass along stories of communities, organizations and individuals creating programs that strive for an Indiana that supports the IHWI we hope they will be a catalyst for change in Indiana. In the coming year, we will have even more capacity and competences within our steering committee to make vital connections, create strong partnerships and bridge gaps within communities.

Upcoming meetings:

Steering Committee - 2nd Thursday of each month at Indiana Public Health Association.

State Breastfeeding Coalition - 3rd Thursday of each month at St. Vincent's Women's Hospital.

Child-care Workgroup - 3rd Wednesday bi-monthly at Indiana Association for the Education of Young Children.

The Indiana School Health Network through Covering Kids & Families - 2nd Wednesday quarterly at United Way of Central Indiana.

To learn more about IHWI, please visit www.inhealthyweight.org or email ahammerand@inpha.org

Cardiovascular and Diabetes Coalition of Indiana

Cardiovascular and Diabetes Coalition of Indiana (CADI) is in the process of transition and expansion as a coalition. CADI is focused on reducing the burden of cardiovascular disease, diabetes and stroke in Indiana through the development of evidence based state wide programs to educate health care professionals and increase the awareness of cardiovascular disease, diabetes and stroke in Indiana. The coalition is recruiting partners to serve on the sub-committees. CADI sub-committees are: systems of care, community linkage, advocacy and partnership, data, surveillance and evaluation, and resource development. CADI meets quarterly; the next meeting is scheduled for March 13 at 1p.m. If you are interested in learning more or participating in CADI, contact: CADI Coordinator Temi Ekiran at cadicoordinator@gmail.com or 317-456-7567.

Indiana Cancer Consortium

The Indiana Cancer Consortium (ICC) concluded 2012 with a number of helpful events and resources for health workers around the state.

• **In October**, the ICC Quality of Life Committee hosted a "Cancer and the Law" seminar in Evansville. The event was highly successful and welcomed Monica Bryant, Esq., COO of Navigating Cancer Survivorship, as keynote speaker.

• **In December**, the ICC Patient Navigation Committee released the Indiana 2012 Patient Navigation Assessment. With this assessment, the committee aims to begin building a substantial network of patient navigators and patient navigator programs to foster collaboration and education across the state.

• **The ICC now offers toolkits** addressing the cancer burden in Indiana. Current toolkits include lung, breast, colorectal, and prostate cancers – the four highest burden cancers in the state. Please use these toolkits to educate your communities about cancer risks, prevention and early detection.

Please visit the [ICC website](#) or join the coalition to learn more about the ICC.

Indiana Joint Asthma Coalition

The Indiana Joint Asthma Coalition (InJAC) is transitioning to a new structure for 2013, our tenth year! The coalition will focus on the top priority areas, as selected by our membership:

• **Asthma Team-Based Care:** Will explore how to create more effective and standardized asthma management to improve asthma patient's quality of life and decrease the burden of asthma on the health care system.

• **Tobacco-Free Living:** Will include sustaining and expanding smoke-free laws in Indiana, as well as increasing the number of smoke-free multi-unit housing options provided in public and private settings.

• **Conferences and Events:** Will be tasked with creating opportunities to educate, train and increase networking throughout the state, including an annual InJAC conference in May, on topics relating to asthma.

To learn more about our new structure, read [InJAC's December Newsletter](#) today! Want to be a part of our 2013 year? Attend our first meeting, Thursday, February 7.

For more details, email IndianaAsthma@gmail.com. Also, follow us on Facebook and Twitter!