

**Iowa Public Health Association  
AmeriCorps HealthCorps Project Application**

**Siouxland District Health Department  
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## 2011/2012 Iowa AmeriCorps HealthCorps

### Question #1 Cash Match

Siouxland District Health Department (SDHD) will provide the \$8700 cash match from existing resources that are available through their administrative structure.

### Question #2 Organizational Capacity

SDHD is managed by a Health Department Director and five additional division directors that have daily oversight of nearly 65 employees in our Sioux City office. We are adequately staffed and trained to fulfill all the essential duties and responsibilities of an AmeriCorps HealthCorps host site and will assure equal time is devoted to overseeing this staff position, as if they were an employee of SDHD. We have posted and hired for a variety of positions over the years and have provided all required orientations, trainings, technical support, and yearly evaluations for staff. SDHD also has extensive experience in meeting the many requirements of compliance with grants and contracts. SDHD has previously, and is currently, housing a college intern and has successfully worked with them to fulfill all coursework requirements. We understand as a host site the supervisor trainings, meetings and webinars that are required and will attend accordingly. SDHD has individuals on staff with extensive marketing and graphic design backgrounds that may assist in making sure all the identification requirements that will need to be incorporated into programs takes place. SDHD supports the AmeriCorps Mission of meeting a variety of community needs through service, and will articulate the AmeriCorps HealthCorps roles and responsibilities agency wide. We have reviewed and understand the expectations as stated in the *“Site Supervisor Duties & Responsibilities and Site Expectations Document”* document.

### Question #3 Capacity and Ability

Siouxland District Health Department has been providing public health services to the residents of rural and urban Woodbury County (pop. of 102,000) for over 90 years. SDHD is the largest local public health department in the western part of Iowa and is recognized as a leader by surrounding smaller counties. Woodbury County’s largest community, Sioux City, has a population of 80,000 residents. Behavioral Risk Factor Surveillance System (BRFSS) data from 2009 indicates that 68% of the Woodbury residents are considered overweight or obese, 30% of the population reports not being physically active, and 82% report they do not eat 5 fruits or vegetables a day. Woodbury County’s local Supplemental Nutrition Program for Women Infants and Children (WIC), which is also housed within the health department reports that in 2009 33% of their children ages 2-5 were obese. In 2011 Woodbury County was ranked 98 out of 99 Iowa counties for having poor health behaviors including high obesity and smoking rates. The County Health Rankings are compiled by the Robert Wood Johnson Foundation in collaboration with the University of Wisconsin Public Health Institute.

Over the past few years, much attention has been given to obesity and its resulting chronic diseases in Woodbury County. In 2007, a group of county residents were asked during a community meeting: “What are the first steps necessary to encourage healthier lifestyles to promote wellness and prevent the health and financial consequences of chronic disease?” Two priorities were set; to develop an overall plan for establishing wellness as a norm, not an exception and to support worksites in the implementation or enhancement of wellness programs they are providing. In response to one of those priorities, Live Healthy Siouxland – Worksite Wellness Coordinating Council was created. This group of 65 area businesses has flourished in just 2 short years. A second initiative, led by the Healthy Siouxland Initiative (HSI) which is comprised of over 30 different agencies and organizations in Siouxland, was the completion of a Quality of Life Survey that was given in 2009 to assess Woodbury County Residents’ thoughts on health and wellness in our community. Two of the top 10 issues people were personally facing were lack of physical activity and being overweight. HSI also assisted in the completion of the 2010 Community Health Needs Assessment and Health Improvement Plan for

Woodbury County, where one of our goals was to focus on the obesity rates of Woodbury County residents through a variety of strategies. In 2011, to address that goal, Live Healthy Siouxland expanded their focus to not only worksites but to also community wellness programming. SDHD clearly has two feet in the door and a vested interest in committing to working with an AmeriCorps member to assist in reducing the risk of preventable disease, obesity and improve the health and quality of life for Woodbury County residents.

SDHD currently offers or works with programs throughout Sioux City and other rural communities within Woodbury County. We have development excellent working relationships with some of the smaller school systems through our Just Eliminate Lies (JEL) tobacco programs. Our AmeriCorps HealthCorps individual would be able to impact the lives of both rural and urban Iowans, utilizing our already established networks.

#### **Question #4 Statistical Data Collection**

SDHD commits to collecting the necessary statistics required during the year for the programs they offer. If selected as a host site we anticipate utilizing our AmeriCorps HealthCorps individual in assisting with and expanding our Live Healthy Siouxland Initiative; an initiative that looks at worksite, community, and school based wellness program for Woodbury County residents. Outlined below is our work plan on how we plan to reach both rural and urban Iowans, and how we anticipate collecting data and reporting a 60% increase in literacy or knowledge on wellness, or intent to increase physical activity.

#### **Worksite Wellness**

- Live Healthy Iowa - 100 Day Challenge for worksites
  - Work with Live Healthy Siouxland's Worksite Wellness Coordinating Council to plan, implement and evaluate the 100 Day Wellness Challenge, which will include visiting with area businesses to get them involved, creating marketing material, developing incentive programs, and making sure the program runs smoothly from Jan. – April.
  - Data indicating number of Iowans reached through this effort will be collected from each program registration. A pre and post survey will be provided to all participants to measure an increase in literacy or knowledge on wellness or intent to increase physical activity. Pre and post weight measurements will also be collected.
- Nutrition Environment Measurement Survey – Vending (NEMS-V)
  - Work with Live Healthy Siouxland's Worksite Wellness Coordinating Council to expand the NEMS-V programming that is currently in place. This would include continuing to perform the NEMS-V in area businesses, and also assisting businesses in making policy changes, working with vending machine vendors to make necessary product changes, and then to reassess the impact of those changes with employers.
  - Data indicating number of Iowans reached through this effort will be collected from the number of employees at each worksite. Nutritional impact and knowledge may be calculated after the assessment of vending machine sales patterns and employee surveys.

#### **School Wellness**

- Live Healthy Iowa Kids/Governor's Challenge
  - Work with at least one city and one rural school to plan, implement and evaluate the Kids Challenge, which will include visiting with area schools to get them involved, creating marketing material, developing incentive programs, and making sure the program runs smoothly from Jan. – April.
  - Data indicating number of Iowans reached through this effort will be collected from each program registration. A pre and post survey will be provided to all participants to

measure an increase in literacy or knowledge on wellness or intent to increase physical activity. Nutrition and screen time data will also be collected and evaluated.

- Live Healthy Iowa –Kids Field Day Activities
  - Work with at least one city and one rural school to plan, implement and evaluate the field day activities, which will include visiting with area schools to get them involved, creating marketing material, developing incentive programs, and making sure the one day event runs smoothly.
  - Data indicating number of Iowans reached through this effort will be collected from the number of children at each school that participates. A pre and post survey will be provided to all participants to measure an increase in literacy or knowledge on wellness or intent to increase physical activity during the day.

#### **Question #5 Utilizing Existing Community Infrastructure**

SDHD and Woodbury County have several community infrastructures in place that will allow volunteer recruitment to be seamless. SDHD has a volunteer data base in place with medical and nonmedical volunteers, and Woodbury County has the Volunteer Center that also can assist in finding helping hands. SDHD participates in a variety of community meetings such as VOAD and HSI, which again has over 30 agencies represented, that allows for networking and volunteer recruitment.

#### **Question #6 SDHD Background and Experience with diverse populations**

SDHD provides programming available for all residents of Woodbury County, thus works with a diverse population every day. We work with a variety of ethnic, socioeconomic, and age backgrounds throughout many of our programs including: WIC, Resource Center, Home Visitation and Immunization Programs. SDHD also has interpreters on staff to assist with non-English speaking clients. SDHD has worked with faith based communities regarding risk communication messaging and emergency preparedness planning. A data base of church contacts is kept up to date at SDHD, and was utilized during the H1N1 outbreak to assist with sharing H1N1 information and clinic times. Area churches also participate in some of the same community meetings SDHD does.

#### **Question #7 Commitment and Staff Experience**

The oversight and supervision of the AmeriCorps Member will be under the direction of Kevin Grieme, Director. His past work experience has included the supervision of AmeriCorps members in summer school based programming efforts. This supervision has included all aspects of compliance with AmeriCorps regulations. The use of our many community partners to help recruit qualified candidates will also support our efforts to fill this position. The training of the individual will be a shared responsibility with Angela Drent, Health Planner, who currently oversees our wellness program and community outreach in this area.

#### **Question #8 Agency's Community Involvement**

SDHD has been involved with past Iowa Commission on Volunteer Services in such areas as Human Rights, and literacy programs. As stated above, the Director has worked with AmeriCorps staff members in supervision and program implementation. Although we have had a change in Directors in the past 7 months, SDHD did host an Iowa Commission on Volunteer Services member a number of years ago to support programming that was occurring over the summer. SDHD staff members have been involved with projects and activities that were planned and coordinated by AmeriCorps members who were based at other community partners.