

**Request for Proposal
Trinity Muscatine
1609 Cedar Street
Muscatine, Iowa
563-263-0122**

Primary Contact: Mary Odell, Director of Public Health

1. The commitment must be clearly made in the application

As approved by the Senior Team at Trinity Muscatine on June 30, 2011, we are committed the IPHA AmeriCorps HealthCorps Project and to contribute a cash match of \$8,700 due upon execution of a contract with IPHA.

2. Organizational Capacity

Trinity Muscatine is a system of healthcare that provides the following: an acute hospital licensed for 80 beds, physician's clinics located in Muscatine and Wilton, New Horizons (chemical dependency program) and Trinity Muscatine Public Health (TMPH). Trinity Muscatine is part of the Trinity Regional Health System in the Quad-Cities and the Iowa Health System. **Our mission is to improve the health of the people and communities we serve. Our vision is *best outcome, every patient, every time.***

In addition to providing the core services of public health for Muscatine County, TMPH provides many programs and opportunities that both promote the health and wellbeing of Muscatine. The mission of TMPH is to improve our community's health through health promotion and disease prevention initiatives.

We have reviewed the supervisor responsibilities document and assure that we will meet the provisions required and are ready to sign a memorandum of agreement on these requirements.

3. Work Plan

Every five years, the Muscatine County Board of Health conducts a Community Health Needs Assessment to identify health needs of our county and then develops a Health Improvement Plan for the following five years to address those needs. **Obesity has been identified as the number one priority in the Community Health Needs Assessment and Health Improvement Plan for Muscatine County for 2011-2015.**

Recently released county statistics indicated that Muscatine County ranked 92nd out of the 99 counties in the prevalence of obesity. Muscatine County was also coded among the lowest ranked counties in Iowa in the highly publicized national county health ranking initiative conducted by the Robert Wood Johnson Foundation (<http://www.countyhealthrankings.org/>).

The report indicated that Muscatine County ranked 94th in Health Factors which captures smoking and obesity prevalence. A low socioeconomic status ranking (91st) likely contributes to the other rankings. These factors contributed to the establishment of obesity as the top priority in the Community Health Needs Assessment for Muscatine County.

According to the 2010 Muscatine County Health Snapshot, Muscatine County has a combined (male and female) prevalence of overweight of 66% compared to the state combined rate of 63%. In the 2009 Pediatric Nutrition Surveillance Report by WIC for Muscatine County, 16.3% of children

under 2 were considered obese and 17.3% of children age 2-5 were obese. These are higher than the state (15.0%) and the national rates (14.8%).

A recent report from the University of Iowa also indicated that the prevalence of overweight and obesity in Muscatine children is greater when compared to the national dataset from the National Health and Nutrition Examination Survey (NHANES). The prevalence of overweight in Muscatine youth grades K-7 was 19.4% in boys and 18.4% in girls. The parallel values from NHANES were 14.7% in boys and 17.2% in girls. Of particular concern in Muscatine is the increased risk of overweight and diabetes among the Hispanic population. Data are not available by ethnic group but current 2010-2011 student enrollment data shows that 27% of the Muscatine County student population identifies as Hispanic (Iowa Department of Education).

The taskforce established specific objectives to help address the needs identified in the Community Health Needs Assessment. The three objectives related to obesity are summarized below:

- **By December 31, 2011, Muscatine County will establish a community coalition that addresses obesity in Muscatine County.**
- **By December 31, 2015, at least 4 new initiatives will be implemented to support behavior change for improved nutrition of Muscatine County residents.**
- **By December 31, 2015, at least 4 new initiatives will be implemented to support behavior change encouraging daily physical activity for Muscatine County residents.**

The proposed AmeriCorps HealthCorps Project will directly help to address these objectives. The formal Health Improvement Plan outlines a number of specific strategies that could help achieve the goals and the proposed project is highly consistent with the suggested tactics. The following list summarizes some of the key strategies that will be targeted in the proposed project:

- Develop common messaging to be utilized in branding healthy weight through behavior change.
- Use mass media to raise awareness of healthy weight strategies and to disseminate messages promoting optimal nutrition and the benefits of physical activity.
- Develop a centralized database of all community supports for healthy weight.

Following an initial assessment, the AmeriCorps member will work in cooperation with others to raise awareness and educate the community particularly working on behavior change. These educational strategies may include efforts to increase health awareness, communication, and skill building and will play an integral role in attaining lifestyle changes needed.

The work site setting is one area that will be targeted. It provides an opportunity to implement educational programs and policy and environmental actions that support health, the employees, and ultimately the community as a whole. Comprehensive worksite wellness efforts improve employee health risks, including obesity, lack of physical activity, healthy eating, tobacco use, alcohol use and stress. These changes can yield more than 25 percent reduction in sick leave, health plan, workers' compensation and disability costs. Worksite wellness initiatives that focus on healthy eating and physical activity behaviors effectively lead to reduced body weight among employees.

The school setting is the second area to be targeted. Starting at the adult age is often too late. Schools are uniquely situated to support healthy behavior of youth. Because school-age children are acquiring lifestyle habits, an environment that supports and models healthy behavior is critical to their becoming healthy, productive adults. Working with efforts that target children will be critical in making a difference in the community.

4. Data collection

Data will be kept on the number of unduplicated individuals impacted by the AmeriCorps member. This will include tracking by daily tally sheets. Post test increased knowledge will be completed by a measure to be determined per activity.

Additional data collection will include: Baseline data on BMI that available for children at school district level in Muscatine and subsequent years; number of business and industries who participate in wellness initiatives; number of schools/preschools that participate in this initiative; number of volunteers working on the initiative.

5. Existing community infrastructure

The Muscatine County Living Healthy Coalition is a very active community coalition that was established through the process of completing the Community Health Needs Assessment. Volunteer members include diverse perspectives of the community to maximize opportunities for input and outreach and all are committed to help promote health and reduce the prevalence of obesity in Muscatine County and enhance healthy lifestyles. The coalition's mission is ***"To raise awareness and actively promote opportunities for healthy lifestyle choices."*** Current members include: business and industry (including HNI Corporation and Hy-Vee), health organizations, non-profits, civic organizations, representatives from small communities in the county, and schools. The group meets monthly and will be actively engaged in the AmeriCorps project. TMPH works closely with these and other volunteers to improve our community's health.

6. Experience with working with diverse populations and faith based communities

As a public health department, Trinity Muscatine Public Health has broad experience in working with diverse populations through multiple programs. Twenty-five percent of our staff is bi-lingual in English and Spanish. A number of staff also work regularly with faith based community to enhance access to public health programs.

7. Designated staff to provide local leadership, recruitment, training and supervision of members.

Mary Odell, Director of Public Health will be the site supervisor. She has a bachelor of science in nursing and a master of organizational leadership. She has more than 25 years of administrative and leadership experience and is well versed on program compliance. She is the grants manager for multiple grants to TMPH, including IDPH Maternal/Child Health, Iowa Family Planning Council of Iowa Grant, Local Public Health Service Grant, and Public Health Emergency Response Grant. She is a member of the IPHA.

8. Past community involvement with the Iowa Commission on Volunteer Services, AmeriCorps or other national public service programs.

This will be Trinity Muscatine's first involvement with the Iowa Commission on Volunteer Services, AmeriCorps or other national public service programs. We look forward to this new partnership.