

BLUE SUMMER 2006 CORNERSTONESM



SUPPORTING HEALTH IMPROVEMENT IN OUR COMMUNITIES

HENRY COUNTY'S TEAM LUNCHROOM COMBATS OBESITY

TEAM

LUNCHROOM 2: Children's Meal Ticket to Good Nutrition is the second phase of the Team Lunchroom Project that began in Henry County in 2005.

Childhood obesity is increasing at an alarming rate across the country. According to the Centers for Disease Control and Prevention, the percentage of young people who are overweight has more than tripled since 1980.

A group of concerned citizens in Henry County, Iowa, has decided to help equip young people in their community with information to combat this threat. **Team Lunchroom 2: Children's Meal Ticket to Good Nutrition** is the second phase of the Team Lunchroom Project that began in 2005 in Henry County. The project was developed to reduce the risk for developing diabetes and cardiovascular disease. **Team Lunchroom 2** promotes healthy lifestyle changes through improved nutrition and increased physical activity of students in the Henry County Schools and members of their community.



According to Dorothy Thorne, school nutrition grant coordinator, the project touched every student in Henry County. The Pick-A-Better-Snack Program in the elementary schools built on last year's successes by adding new components, including a marketing campaign targeting K-5 teachers that included new curriculum and bingo cards, as well as nutrition tips and displays for grades K-12 developed by local 4-H clubs. Other project strategies included development of a student leadership program by area 4-H

Henry County's Team Lunchroom Combats Obesity

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clubs, and development of Lifestyle Challenge-Student Edition, a nutrition/physical activity competition that raised awareness about nutrition and physical activity among middle and high school students.

Linda Albright, community health director of the Henry County Health Center, believes the project has been a great success. "The Team Lunchroom project has generated many positive comments from parents, teachers, and students," says Albright. "It has made a tremendous impact on the overall nutritional environment for our students and schools, and we know the true recognition also belongs to the teachers, administrators, and kitchen staff who embraced the changes. We are very grateful to The Wellmark Foundation for allowing us the opportunity to provide this fun project."

The Team Lunchroom Committee anticipates the positive momentum will continue into the coming years. "The project raised awareness for many students and they will have that as a foundation to build on in the future," says Thorne. "Ultimately, our goal is for all students to possess the knowledge and skills necessary to make nutritious food choices and to stay physically active for a lifetime."

For more information on Team Lunchroom, please contact Albright at albright@hchc.org or Thorne at thorned@hchc.org. ■

DIABETES CARE CONFERENCE THIS OCTOBER

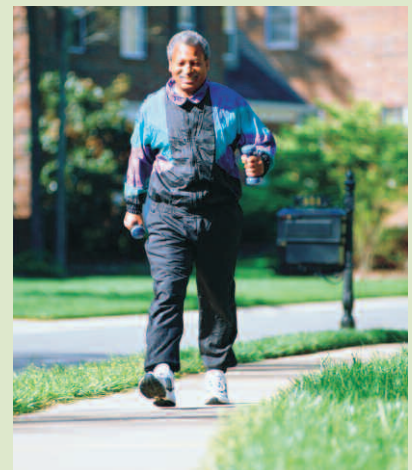
**The Changes and Challenges in Diabetes Care – 2006
Conference will be held October 10 – 11, 2006, at Cedar
Shore Resort in Chamberlain, S.D. For additional
information or to register, please contact Colette Beshara at
colette.beshara@state.sd.us. ■**

SOUTH DAKOTA Releases First Nutrition and Physical Activity Plan

The state of South Dakota has released its first comprehensive nutrition and physical activity plan to address the increasing prevalence of diabetes in the state.

The statewide plan outlines how improved eating habits and increased physical activity can reduce overweight and obesity as well as the subsequent risk for cardiovascular disease, hypertension, and diabetes. Numerous partners have agreed to take leadership roles in implementing the plan. However, additional participants, including organizations, communities, and individuals, are needed to reach the goal of reducing overweight and obesity in South Dakota.

The executive summary and complete plan can be viewed at <http://www.healthysd.gov/>. ■



CAPACITY-BUILDING GRANT APPLICATIONS DUE SEPTEMBER 1

**By Matt
McGarvey,
Director,
The Wellmark
Foundation**

Applications for The Wellmark Foundation's Capacity-Building Grant Program are due to The Wellmark Foundation on Sept. 1, 2006. The Capacity-Building Grant Program is designed to increase the capacity of organizations to deliver quality health programming in Iowa and South Dakota. Rather than providing specific project support, this funding helps organizations build on their core strengths, allowing future projects to achieve a greater impact.



HERE ARE A FEW EXAMPLES OF HOW CAPACITY-BUILDING GRANTS COULD BE USED:

- **BOARD GOVERNANCE.** Board assessment, training, restructuring, or strengthening.
- **HUMAN RESOURCES.** Volunteer management, executive coaching, or staff training/development.
- **PLANNING.** Strategic planning, community health needs assessment and your organization's role in an assessment, or program outcome/evaluation planning to create accountability.
- **ORGANIZATIONAL ALTERNATIVES.** Planning for changes in program direction, joint projects, or community collaboration; or developing a plan for long-term sustainability and reliable funding streams.
- **INFORMATION TECHNOLOGY.** Creation of a management information system, Web site design, or organizational assessment of technology needs.

Capacity-building awards are capped at \$5,000 and are for a project period up to one year as determined by the applicant. For additional information or questions regarding capacity-building grants, please visit The Wellmark Foundation's Web site at www.wellmark.com/foundation or contact us at 515-245-4819. ■

NATIONAL HEALTH LITERACY CONFERENCE

SET FOR NOVEMBER

The conference provides a unique forum for education and discussion on health literacy issues currently facing America.



MOVING TOWARD REAL SOLUTIONS: ADVANCES TO ADDRESS LOW HEALTH LITERACY, the Fifth Annual National Health Communication Conference, will be held Nov. 29, 2006, at the National Academy of Sciences in Washington, D.C.

The conference, co-sponsored by the American College of Physicians (ACP) Foundation and the Institute of Medicine, will provide a unique forum for education and discussion on health literacy issues currently facing America. The

conference will offer attendees opportunities to learn about the growing problem of low health literacy and hear about innovative solutions. Attendees will represent a dynamic and forward-thinking group from a wide array of national organizations, including medicine, industry, pharmaceuticals, media, insurance, patient advocacy, and government.

The ACP Foundation is focused on finding practical and evidence-based solutions to the problem of low health literacy. The foundation brings together leading researchers and stakeholders from around the country to take a solution-oriented approach to low health literacy.

For more information on the conference or the ACP Foundation, please visit <http://foundation.acponline.org/healthcom/locationmap.htm>. ■

New Health Literacy Reference Available for Professionals

The U.S. Department of Health and Human Services recently released a new reference for professionals interested in health literacy, “The Quick Guide to Health Literacy.” The strategies discussed in the guide combine evidence and best practices and include:

- improving the usability of health information;
- improving the usability of health services;
- building knowledge to improve health decision making; and
- advocating for health literacy improvement.

The action-oriented tools can be applied to health care delivery, policy, administration, public communication, and education activities. “The Quick Guide to Health Literacy” and a sample PowerPoint presentation are available at <http://www.health.gov/communication/literacy/quickguide>. ■

Health Literacy Style Manual Now Available

“How to Create Reader-Friendly and Accessible Materials: The Health Literacy Style Manual” is a resource for developing and improving applications, notices, and other print materials related to government programs.

The manual includes examples from real programs that can be used to make informational materials more client-centered, thus increasing consumers’ capacity to access and understand health information and services, and ultimately helping them to make informed health-related decisions. The manual can be downloaded at <http://coveringkidsandfamilies.org/resources/docs/stylemanual.pdf>. ■

State Mental Health Conference Coming This Fall

The 2006 Iowa Mental Health Conference will be held Oct. 10 – 11, 2006, at Scheman Auditorium in Ames, Iowa. This year’s theme, “The Road to Recovery,” focuses on promoting early intervention, access to services, and wellness across the lifespan. For more information, email mhconference@mchsi.com. ■

New Address, New Look for Web Site



The Wellmark Foundation’s Web site has a new look and new information. Visit the site at www.wellmark.com/foundation for a list of grant recipients, instructions on how to apply for a grant, grant application deadlines, detailed information on the four funding priority areas, and much more. Please bookmark our new address and visit often for updates on programming and funding opportunities.

The Wellmark Foundation is a private, non-profit foundation created by Wellmark, Inc., doing business as Wellmark Blue Cross and Blue Shield of Iowa. ■

DID YOU KNOW?

More than half of all U.S. adults – 90 million people – have difficulty understanding and acting on health information.

Source: Institute of Medicine's *Health Literacy: A Prescription to End Confusion*.

THE WELLMARK FOUNDATION FUNDS TWELVE HEALTH IMPROVEMENT PROJECTS IN IOWA AND SOUTH DAKOTA IN COMMUNITY RESPONSIVE GRANT CYCLE 2



The Wellmark Foundation Board of Directors approved funding for 12 health improvement grants totaling \$604,801 at its Aug. 10 meeting. Iowa and South Dakota organizations receiving awards in the specific health priority areas include:

DIABETES

- A \$20,000 grant will allow the Girl Scouts of the Black Hills Council to develop a diabetes prevention program for girls. The program will target 1,000 at-risk girls, ages 5–17, living on the Cheyenne River, Rosebud and Pine Ridge Indian reservations and in Rapid City, S.D.
- Healthy Henry County Communities in Mount Pleasant, Iowa, received \$32,133 in grant funds to continue a county-wide children’s lunch project aimed at reducing young people’s risk for developing diabetes and cardiovascular disease. This is the third phase of the project that the organization launched in 2005 through a Foundation grant.
- The Hospital Foundation of Crawford County in Denison, Iowa, received a \$48,794 grant to develop a community-wide diabetes education and prevention program.
- A \$65,233 grant will allow Primary Health Care, Inc. in Des Moines, Iowa, to continue a diabetes education and self-management program for uninsured and underinsured residents of Polk County.
- St. Luke’s Health Care Foundation in Cedar Rapids, Iowa, received a \$34,286 grant to develop a family-centered diabetes management program that will integrate behavioral health methods with diabetes education.

DEPRESSION

- Lewis and Clark Behavioral Health Service in Yankton, S.D., received a \$56,000 grant to develop a depression education and prevention program for teens. The program will utilize theater to create a safe atmosphere for teens to openly discuss depression and suicide.
- A \$76,000 grant will allow Mercy Foundation in Des Moines, Iowa, to develop a depression management program for persons with diabetes in central Iowa.
- A \$68,900 grant will allow South Dakota Voices for Children in Sioux Falls, S.D., to continue a statewide children's mental health initiative launched in 2004. Educational materials targeted at parents will focus on early detection, intervention, and treatment of depression.

HEALTH LITERACY

- The Healthy Linn Care Network in Cedar Rapids, Iowa, received a \$38,580 grant to continue a health literacy project in Linn County. The organization launched the project in 2005 through a grant from the Foundation.
- A \$59,000 grant will allow the Iowa Department for the Blind in Des Moines, Iowa, to expand services to Iowans. The project will strive to increase health literacy for Iowans who cannot read standard print by expanding the capacity of the Library for the Blind and Physically Handicapped.
- A \$44,300 grant will allow the Mid-Central Educational Cooperative in Platte, S.D., to develop online health education curriculum for South Dakota schools. The project is a collaborative effort with the South Dakota Health Adventure Web site.
- The South Dakota Dental Foundation in Pierre, S.D., received \$61,575 in grant funds to develop a statewide oral health education and promotion program for children. The program will strive to improve the health of young children by reducing the occurrence of oral health diseases in this population.

The Wellmark Foundation has provided more than \$9.91 million to fund 292 health-related grants in Iowa and South Dakota since 1997, including \$604,801 this cycle and a total of nearly \$1.6 million in 2006.

The Wellmark Foundation has provided nearly \$1.6 million to 46 health-related grant projects in Iowa and South Dakota during 2006, including \$604,801 approved during this grant cycle. ■



South Dakota Voices for Children continues an initiative to provide educational materials targeted at parents to focus on early detection, intervention, and treatment of depression.

BLUE CORNERSTONE

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Cheryl Clarke
R.Ph., CDM

Senior Program
Manager of The
Wellmark Foundation

CHERYL CLARKE Joins Wellmark Foundation

Cheryl Clarke, R.Ph., CDM, has been named senior program manager of The Wellmark Foundation. Her primary responsibilities include grant management and leadership for site visit activities with active grantees.

Clarke is the former senior vice president of Professional and Public Affairs for the Iowa Pharmacy Association. She has served as a member of the State of Iowa Pharmacy and Therapeutics Committee during implementation of the Iowa Medicaid Preferred Drug List, and on the Iowa Priority Pharmacy and Therapeutics Committee. Clarke has played a leadership role in the development and implementation of the Iowa Medicaid Pharmaceutical Case Management Program and has been an active board member for the Iowa Rural Health Association. She is also a strong health literacy advocate and will help shape the Foundation's work in this area.

A graduate of Drake University's College of Pharmacy and Health Sciences, Clarke is a certified disease manager in asthma and has received the Pharmacist Care Diplomate credential. She has served as an adjunct instructor for Drake University and the University of Iowa College of Pharmacy.

Please join us in welcoming Clarke to The Wellmark Foundation. ■



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