

Wisconsin Rural Hospital Flexibility Program  
Rural Communities Grant Program 2009-10

GRANT APPLICATION COVER SHEET -- Attachment A

Project Title: Healthy Weight, Healthy Life Coalition Name: Healthy Life Team  
 Planning Grant      or Implementation Grant X (select one) Amount Requested: \$17,981.40

**1. Applicant Organization (entity with which the grant contract is to be executed)**

Legal Name Upland Hills Health  
 Address 800 Compassion Way  
Dodgeville, WI 53533  
 Phone (608) 930-7169 FAX (608) 930-7250

**2. Administrator, Executive Director, or CEO**

Name Phyllis A. Fritsch  
 Title Administrator  
 Phone (608) 930-7200, Ext 4001  
 Email [fritschp@uplandhillshealth.org](mailto:fritschp@uplandhillshealth.org)

**3. Contact Person for Application**

Name Tammie A. Richter  
 Title Foundation Director  
 Phone (608) 930-7200, Ext 4851  
 Email [richtert@uplandhillshealth.org](mailto:richtert@uplandhillshealth.org)

**4. Person authorized to sign the grant contract**

Name Phyllis A. Fritsch  
 Title Administrator

**5. Federal ID # of applicant organization:**

42-1017512

**6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions). Use an additional page if necessary – this will not count against your page total:**

June Meudt, Iowa County Health Department Director  
Dr. Barbara Hostetler, Gynecology/Obstetrics, Upland Hills Health  
Jaime Austin, Clinical Nutrition Supervisor, Upland Hills Health

I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.

Signature

Date

## **B. Executive Summary**

### **1. Title and Description of Project**

Statistics in Iowa County show that the three leading age categories of potential life lost are 25-29, 35-39, and 45-49. Since the early deaths that fall into these categories are not related to the natural aging process, it is obvious that other contributing factors are at play. The number one cause of death for individuals residing in Iowa County is Acute Myocardial Infarction (Heart Attack). In comparison, Myocardial Infarction is the third-leading cause of death in the state of Wisconsin. To assist in determining why Iowa County differs from the State in its common causes of death data, a survey was conducted to aid the efforts of the Iowa County Health Department in identifying the possible causes of this discrepancy. The findings from the survey allowed the Iowa County Health Coalition members to utilize the data for the creation of an assessment that identified several health issues. The findings led Coalition members to conclude that action needed to be taken to help resolve these issues.

A series of programs entitled Healthy Weight, Healthy Life was designed to focus on four of the issues identified from the survey: Heart Disease, Mental Health, Diabetes, and Nutrition. They aim to portray the message that healthy living and improved health is essential for Iowa County residents. The activities within the programs will provide individuals with the valuable resources and education needed to aid in the establishment of lifelong habits and practices for healthier lifestyles. To ensure the success of the program, the Healthy Life Team will focus specifically on Women's Health and Men's Health as well as a combination that will benefit both groups. These activities will be provided on a quarterly basis combined with informational messages sent monthly to participants. The activities developed will be conducted by members of the Healthy Life Team, members of the Upland Hills Health Medical Staff, and identified experts in specific health related issues.

The Healthy Life Team will produce surveys and gather data after each of the quarterly activities that will include results from the following laboratory tests: cholesterol, blood sugar, and anemia. The findings from the tests and the survey results will be used to create a "know your numbers" card. This card will be provided to each participant so that they may share this information more easily with their primary health provider as well as to encourage each participant to speak with a primary health provider, if they do not currently seek regular healthcare appointments.

C. **Coalition Information**

1. Description of Coalition and the partners' roles in the project

The Healthy Life Team is comprised of three entities: the Iowa County Health Coalition, the Iowa County Health Department and Upland Hills Health. These entities have joined together to address the issues described previously in the Iowa County Health Needs Assessment and the findings from the Wisconsin Behavioral Risk Factor System, 2005-2007, Department of Health Services, Division of Public Health, and the Bureau of Health Information and Policy. Representatives from each faction of the Healthy Life Team have a proven record of dedication toward the overall health and well-being of Iowa County residents. They have spent numerous hours planning and working to provide input into this proposal and pledged resources for the quarterly activities. In addition to their dedication, each entity brings unique expertise to aid residents in the improvement of their overall health.

The Iowa County Health Coalition was established in 1992 and has since conducted three Health Needs Assessments for the improvement of health in Iowa County. It has been responsible for creating several task forces and community groups through the years. Representatives include community members, the UW-Extension Office, the United Fund of Iowa County, the School of Medicine and Public Health, the Iowa County Health Department, and the Wisconsin Division of Public Health. It is represented by June Meudt, Director of the Iowa County Health Department.

The Iowa County Health Department is the official agency responsible for the promotion of wellness, prevention of disease and provision of a healthy environment in Iowa County. These initiatives that promote an improvement in health are presented through activities involving the assessment of the community, policy development and evaluation of programs.

In addition to those listed above, the final Healthy Life Team member is Upland Hills Health. In the fiscal year of 2007-2008 the organization experienced approximately 45,000 visits. These visits included: inpatient admissions, births, outpatient visits, emergency/urgent care, and Home Health and Hospice patients. Upland Hills Health is the only major medical facility serving the needs of Iowa County residents, and as a result, it continually strives to provide services and programs that continue the organization's commitment to quality health care. In 2009, the organization completed

a Building for Excellence project that provided community members with a wellness and fitness center that currently boasts a membership of 450 individuals, providing a safe, affordable place for community members to maintain and improve health.

## 2. History of the planning process

Last year, residents of Iowa County were asked to complete a health needs survey. The results of the survey aided in the development of the 2009 Iowa County Health Needs Assessment (**Attachment 1**). This document was the driving force behind a meeting on May 15, 2009 which brought the members of the Iowa County Health Coalition together to evaluate the findings and plan a course of action to address the significant issues identified. It was determined that one action addressing these issues would be the establishment of committees in which members of the Iowa County Health Coalition would seek input from other community stakeholders.

In addition to the establishment of the committees, Upland Hills Health pledged its support of Men's and Women's health through the organization's strategic plan. The plan was developed by asking community members to identify concerns they wanted Upland Hills Health to address in the 3 year strategic planning process. A meeting was held on May 13, 2009 with an attendance of approximately 50 individuals representing the Upland Hills Health staff, the medical staff, and the volunteer Board of Directors for both Upland Hills Health and the Upland Hills Health Foundation. This group came together to develop the strategic plan they felt needed to be addressed for the residents of Iowa County. The Strategic Plan was finalized and approved by the Board of Directors on July 22, 2009.

At the same time the strategic plan was being developed, a team of individuals from Upland Hills Health contacted the Iowa County Health Department requesting their partnership in a program that would focus on three very specific issues facing Women's Health. On September 12, 2009, the Healthy Life Team will be hosting an event that will provide sessions focusing on nutrition, exercise, general health and health screenings.

### **D. Problem/Need Being Addressed**

1. Description of the problem or need, with appropriate quantitative backup  
Statistics in Iowa County show that the three leading age categories of potential life lost are 25-29, 35-39, and 45-49. Since the early deaths that fall into these categories are not

related to the natural aging process, it is obvious that other contributing factors are at play. According to data received from Data Query System WISH (Wisconsin Interactive Statistics on Health), Bureau of Health Information and Policy, Division of Public Health, and the Wisconsin Department of Health and Family Services, the number one cause of death of individuals residing in Iowa County (the largest geographic region in our service area) is Acute Myocardial Infarction (Heart Attack). In comparison, Myocardial Infarction is the third-leading cause of death in the state of Wisconsin. To assist in determining why Iowa County differs from the State in its common causes of death data, a survey was conducted to assist the Iowa County Health Department in identifying the possible causes of this discrepancy. The following survey questions compare Iowa County to the state of Wisconsin. Results of the survey questions help explain why Iowa County residents may be experiencing an increased rate of death due to Acute Myocardial Infarction.

As the survey data indicates, Iowa County residents are faced with the grim reality that their lifestyle choices may be assisting in placing Acute Myocardial Infarction at the top of the ranking in deaths for Iowa County. Listed below are findings from the Wisconsin Behavioral Risk Factor System, 2003-2007, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy. The following are areas that were identified within the Wisconsin Behavioral Risk Factor System.

“Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure?”

2003-2007	Wisconsin	Iowa County
Yes	26%	40%

Source: Wisconsin Behavioral Risk Factor System, 2003-2007, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

“Are you currently taking medicine for your high blood pressure (of those indicating high blood pressure from the above question)?”

2003-2007	Wisconsin	Iowa County
Yes	77%	85%

Source: Wisconsin Behavioral Risk Factor System, 2003-2007, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

“Are you limited in any way in any activities because of physical, mental, or emotional problems?”

2003-2007	<b>Wisconsin</b>	<b>Iowa County</b>
Yes	17%	24%

Source: Wisconsin Behavioral Risk Factor System, 2003-2007, Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

“Have you ever been told by a doctor that you have diabetes?”

2003-2007	<b>Wisconsin</b>	<b>Iowa County</b>
Yes	6.2%	11%

Source: Wisconsin Behavioral Risk Factor System, 2003-2007 Department of Health Services, Division of Public Health, Bureau of Health Information and Policy

## 2. Why now is an appropriate time to address this problem or need

The Iowa County Health Department committed funding to conduct a health needs assessment that provided the Coalition the opportunity to determine which health related areas Iowa County residents are in need of improving. The results showed concerns that require timely action for the sake of the health of Iowa County residents.

In addition to this commitment, a collaborative program focusing on Women’s health care needs is being conducted on September 12, 2009 and will provide valuable data for the Healthy Life Team’s efforts. Lastly, new and alarming statistics were recently released regarding the growing problem of obesity and unhealthy lifestyle choices to residents of Iowa County through several mediums including television, radio, and the internet. Mass media is flooding individuals with information regarding their unhealthy choices and lifestyles to a point they are becoming desensitized to evidence-based programs that work. It is time for the Healthy Life Team to give these individuals the tools and resources needed to help themselves fight against this growing problem.

## 3. Who the project will impact

It is estimated that the project will directly impact 300 men and women, and has the potential to impact the lives of the family members of individuals who participate. In addition to aiding these individuals, the project will also give the Iowa County Health

Department measurable data that will address future Iowa County Health Needs Assessments.

**E. Work Plan**

1. Goal of the project

The goal of the project is to provide approximately 300 Iowa County residents with the tools and resources needed to make lifestyle changes that will have a positive impact on their overall health.

2. Objectives -- categories of activity which would affect the goal

The objectives of the planned activities are to inform individuals about the impact their everyday life choices have on their overall health and the overall health of their families. These objectives will be divided into four categories: heart disease, mental health, diabetes, and proper nutrition. Quarterly activities will address the four identified areas. Activities will be promoted and attended by both men and women.

3. Activities (specific) within each category, with completion dates and the responsible partner

**Activity 1)**

The first activity that will be presented is the establishment of quarterly health events that focus on the four specific areas of nutrition, mental health, heart disease and diabetes. The events will begin in the fall, and will be conducted every three months. There are three to four sessions during each timeframe. The majority of the events will be held at Upland Hills Health in the conference rooms, allowing approximately 30 individuals to attend and will be open to anyone. Approximately three sessions will be held at local venues that will allow a significantly larger number of people to attend. It is anticipated that approximately 100 people will attend these events.

Months One through Three (Nutrition):

The events focusing on nutrition will be conducted by the Clinical Nutrition Supervisor at Upland Hills Health and a UW Extension partner. The topics will include: Fast Food and Marketing, How to Prepare Foods from Local Farmers Markets, How to Preserve Your Garden Bounty and the Value of Eating Right.

### Months Four through Six (Mental Health):

The events focusing on mental health will feature National Humorist Speaker Patricia Lorenz, and departments throughout Upland Hills Health. The topics will include: Seasonal Affect Disorder Informative Session, How Sleep Affects Mood, How Food Affects Mood/Mood Affects Food.

### Months Seven through Nine (Heart Disease)

The events focusing on heart disease will be conducted by staff of the Iowa County Health Department and members of the Upland Hills Health Medical Staff. The topics will include: Getting Heart-Healthy Foods Into Your Diet, Cutting the Fat, How Medications Work, Safe Exercise Ideas.

### Months Ten through Twelve (Diabetes)

The events focusing on diabetes will be conducted by the Upland Hills Health Diabetes Coordinator and staff members of the Iowa County Health Department. The topics will include: Diabetes Education and Management for Men Over the Age of 40, Childhood Obesity/Diabetes Link.

### **Activity 2)**

The second activity that will be presented is the “Know Your Numbers” project. It will focus on providing 150 individuals, 75 men and 75 women, with Blood Glucose, Blood Pressure, Cholesterol, Weight, Body Mass Index, and Waist Measurement.

### Months One through Ten (Pre and Post Laboratory Tests and Measurements are Conducted)

This activity will require that 75 women and 75 men participate in 2 screenings. These individuals will be participating with the understanding that the tests will be conducted a second time after the third quarterly event (10 months later). Individuals will be given a laminated card and the results of both the first and second laboratory tests and measurement will be recorded on them. The 150 individuals who participate in this activity will be asked to present this card to their primary doctor in order to encourage discussion and establish a record. To ensure that the Healthy Life Team reaches its desired numbers, women who attend the September 12, 2009 program will be asked to participate in the Know Your Numbers program. To achieve the desired number of men in the program, the Healthy Life Team is going to approach local service organizations including the Lions Club, Kiwanis Club, and Sportsman’s Club and request the opportunity to provide these organizations with presentations to encourage their participation in the project. Additionally, the Healthy Life Team is going to offer each man in these service organizations a free tetanus shot on the day of the

presentation. These tetanus shots are going to be provided by the Iowa County Health Department.

**F. Evaluation Plan**

1. Measurements of success for each level (Activities/Objectives/Goal)

The success for each of the activities presented in the programs will be determined by the following: distributing 150 “Know Your Numbers” cards, the pre and post results received from the 150 participants who were screened, and reaching the goal of having 300 people in attendance at the quarterly sessions. At the conclusion of each session, participants will be asked to complete a survey that will determine if they felt that the activities were beneficial and sustainable. They will also be asked to identify all previous sessions they have attended so the Healthy Life Team can track participation by individuals, and identify their age by the survey to determine if they fall between the ages identified as potential life lost of 25-29, 35-39, and 45-49. These results will assist the Healthy Life Team in determining if individuals within this age group were reached through the program.

2. Expected outcomes and how they will be measured

There will be two specific outcomes. The first desired outcome will be the improvement of screenings of 150 Iowa County residents receiving a “know your numbers” card. Pre and post laboratory results and measurements will be provided to each participant. The success of this outcome will be measured once all of the cards have been distributed and each of the participants has done their pre and post lab tests.

The second outcome will be that three to four programs will be offered each quarter focusing on a specific topic. The outcome will be measured by securing at least 300 people at the programs.

G. Budget

Healthy Weight, Healthy Life - Project Budget				
BUDGET CATEGORY	DESCRIPTION	GRANT REQUEST	MATCHING/IN-KIND CONTRIBUTIONS	TOTAL PROJECT EXPENSE
Wages	1) Advisory fee of the Upland Hills Health Gynecology/Obsetrics \$50/hr. (In-Kind) 2) Upland Hills Health Clinical Nutrition Supervisor at \$22/hr for 96 hours	1)\$0 2)\$2,112	1)\$2,500	\$4,612
Fringe Benefits	Benefits for Upland Hills Health Dietitian	\$633.60		\$633.60
Travel	Travel cost for national speaker	\$1,000		\$1,000
Equipment	1 )Tanita Scale 2) Mobile Cooking Demonstration Table with Overhead Mirror and Range	1)\$1,500 2)\$1,885.80	\$0	\$3,385.80
Supplies	1)Deceptively Delicious Cookbooks 2)Pedometers, Log Books, 101 Ways to	1)\$500		\$4,100

	Manage Stress, 101 Reasons to Smile and other Miscellaneous materials(Mental Health)  3)Food for all of the Nutritional, Heart Disease, and Diabetes Programs (including cooking demonstrations)	2)\$1,600  3) \$2,000		
Consultants/ Contracts	1)Health Department Staff for 40 hours of work \$50/hr  2)National Humorist Speaker	1) \$2,000  2)\$1,300	\$0	\$3,300
Other Costs	1)Laboratory Services for 150 tests  2) Supplies for 200 Tetanus Shots  3) Laminated “Know Your Numbers Cards)  4) Survey supplies, Advertising, Donation of Space of Facility.	1) \$2,500 2) \$200 3)\$750 4) \$0	4)\$5,500	\$8,950
<b>TOTAL</b>		\$17,981.40	\$8,000	\$25,981.40

a. Brief Narrative to explain above and describe plans for sustainability

The Healthy Life Team is confident in the sustainability of the program due to the commitment to men’s and women’s health in the Upland Hills Health three year strategic plan. This complements the dedication shown by the Iowa County Board of Directors in their fiscal support of numerous Iowa County Health Needs Assessments.

Since 1992 Iowa County residents have been provided with three detailed assessments of their overall health. Over the years these findings have driven many initiatives including the reduction of tobacco use in Iowa County.

In addition to programs described above this proposal will also provide funding to purchase two pieces of equipment. A cooking demonstration table will allow the Clinical Nutritional Department to offer future educational programs. A Tanita Scale will allow the members of the Healthy Life Team to assist Iowa County residents in monitoring data collected during current and future health initiatives. These equipment items, in addition to the dedication of community members, will provide the support needed to continue the commitment to reclaim the overall health of Iowa County.

**H. Appendix**

- a. Letters of Support
  - i. ....Phyllis A  
Fritsch, Administrator
  - ii. ....June Meudt,  
Director, Iowa County Health Department
  - iii. ....Dr. Barbara  
Hostetler, Gynecology/Obstetrics
- b. .... Short bios  
and resumes of key project staff
  - i. ....June Meudt,  
Director, Iowa County Health Department
  - ii. ....Dr. Barbara  
Hostetler, Gynecology/Obstetrics
  - iii. ....Jaime Austin,  
Clinical Nutrition Supervisor
- c. Copy of a Memorandum of Understanding signed by coalition partners