Spotlight on Prevention Research Centers:
University of Iowa PRC for Rural Health – Active Iowa

May 2, 2024
1:00 – 2:00pm ET
About NACCHO

The National Association of County and City Health Officials represents over 3,300 local health departments (LHDs) across the United States. Our mission is to improve the health of communities by strengthening and advocating for local health departments.

LHDs work with community partners to protect and promote health and well-being for all people in their communities.
Agenda

NACCHO – Disseminating Prevention Research
Johanna Segovia, MPH
The National Association of County and City Health Officials (NACCHO)

University of Iowa Prevention Research Center for Rural Health – Active Iowa
Becky Bucklin, MPH
University of Iowa Prevention Research Center for Rural Health

Question & Answer
CDC’s Prevention Research Centers (PRC)

- Academic, community and public health partners – trusted in the local community
- Develop, test, and evaluate solutions to public health problems
- Solutions developed intended to be applied widely
- 77,000+ trained to understand, conduct and translate prevention research
- 2,000+ published journal articles & 75+ books or book chapters on public health approaches
- 400+ tools to help use evidence-based practices and policies
Disseminating Prevention Research at NACCHO

- Webinar Series
- Blog Post Series
- NA360 Sharing Session
Today’s Webinar Presentation

University of Iowa Prevention Research Center for Rural Health – Active Iowa

Becky Bucklin, MPH
Active Iowa
University of Iowa Prevention Research Center for Rural Health (UI PRC-RH)

Becky Bucklin, MPH
Natoshia Askelson, PhD, MPH
Heidi Haines, MS
Sandy Berto, RN
Edith Parker, DrPH, MPH
Rima Afifi, PhD, MPH
UI PRC-RH State Advisory Board
Roadmap for Today

Micropolitan communities and physical activity

Active Ottumwa pilot project

Active Iowa materials
  • Manual of Implementation
  • Supplemental Trainings Video Series
  • Physical Activity Leader Binder
  • Active Iowa Templates
  • COVID-19 and Virtual Addendums
  • Active Iowa Social Media Toolkit
Prevention Research Center for Rural Health (PRC-RH)

Micropolitan Communities and Physical Activity
Micropolitan Communities

Rural areas have higher burden of preventable diseases\textsuperscript{1-5}

Micropolitan areas (10,000-50,000 people) are important for rural health
- Home to many rural residents
  - 61% rural residents in the US
  - 17% Iowa residents
- Hubs for other rural residents
  - Social services and medical care
  - Shopping and grocery stores
  - County resources
Micropolitan Communities

Evidence-based interventions effective in improving health of communities\(^6\)

Evidence-based interventions are infrequently used in these communities\(^1,7\)
- Made for urban contexts
- Lack of staff
- Lack of funding

IOWA
Physical activity (PA) and an active lifestyle is linked to many health benefits and improved quality of life\(^8,9\)

Many barriers exist to PA in rural communities (i.e., lack of sidewalks and limited public recreation spaces)

Rural areas report higher rates of inactivity compared to urban areas\(^4,10\)
Prevention Research Center for Rural Health (PRC-RH)

Active Ottumwa (pilot study)
GOAL: To promote healthy lifestyles by actively partnering with the community to create physical activity opportunities for adults in Ottumwa.

AIM: To adapt and implement evidence-based strategies recommended by the Winnable Battles initiative and the Community Guide for PA in Ottumwa, a micropolitan new destination community in a rural state to:

- Encourage community members to use Ottumwa's parks and recreational facilities for physical activity
- Increase the number of Ottumwa community members who are physically active
CPSTF Findings for Physical Activity

The following table includes alphabetized lists of intervention approaches reviewed by the Community Preventive Services Task Force with summaries of the CPSTF finding for each (definitions of findings). Click a linked review title to read a summary of the evidence and access supporting materials, and where available, link to Research-tested Intervention Programs (RTIPs). This table does not include inactive or archived reviews. Findings are divided into the following categories:

- Behavioral and Social Approaches
- Campaigns and Informational Approaches
- Environmental and Policy Approaches
Adapt Community Guide to Ottumwa Context

Menu of Activities

- Informational Strategies
- Motivational and Support Strategies
- Environmental Strategies
Informational Strategies

- Paid Advertising
- Community Events
- Website Exposure
- Press Conferences and News Coverage
Behavioral and Social Strategies

Physical Activity Groups

“Buddy” Systems

Goal Setting and Self Monitoring

Positive Reward and Self-talk

Physical Activity Contracts
Environmental Strategies

Joint Use Agreements
Walking Trails
Open Streets Events

Park Installations and Renovations
Bicycle Lanes
Success of Active Ottumwa

REDUCTION of sedentary behavior

INCREASE in light activity
Active Ottumwa Podcast

ACTIVE OTTUMWA PODCAST

10-part podcast series
Housed on UI PRC-RH Website (and iTunes/Spotify)
Active Iowa
Active Iowa is an intervention that can promote physical activity among residents of micropolitan communities.

**Active Ottumwa to Active Iowa**

To encourage community members to use Iowa parks and recreational facilities for physical activity.

To increase the number of Iowa community members who are physically active.
## Active Iowa Research Logic Model

### Resources
- Needed materials, staff, and organizational/community support
- MOI, MOI training
- Cash incentives (group dependent)
- Technical Assistance trainings (group dependent)
- Technical assistance follow-up meetings (group dependent)
- Staff time
- Printers, paper, computers
- Partnerships with community
- Spaces to hold classes
- Equipment for activities

### Activities
- Intentional actions taken for your program’s implementation
- Engage community members
- Train community members in MOI
- Train Active Iowa Field Coordinators
- Provide technical assistance supports (group dependent)
- Bi-weekly technical assistance check ins (group dependent)
- Active Iowa CFIR evaluation (baseline, 3 month, 6 month, 9 month)
- Active Iowa process evaluation

### Products
- Signed sub-contracts of agreeing Active Iowa communities
- Community members trained in Active Iowa (group dependent)
- Implementation of evidence-based (EB) programs for PA
- Updated MOI and training materials through partner feedback
- Evaluation reports (on process and implementation of Active Iowa in communities—using CFIR framework)

### Outcomes
- Changes in behavior, knowledge, and skills as a result of your program
- Increased knowledge and awareness of Active Iowa program
- Community members with increased PA related knowledge and skills
- Increased social connectivity and community partnerships
- Increased community collaboration
- Increased use of parks and recreational facilities
- Environmental and policy changes to support PA
- Evaluation of the implementation of the program

### Impact
- Increased PA levels in the Iowa metropolitan communities
- Increased number of adults reaching the recommended guidelines for PA

### Assumptions:
Communities receptive to adopting a community-wide physical activity program utilizing volunteers from their community to deliver physical activity opportunities.

### External Factors:
Resource limitations among rural communities (technology, staff time, etc.)
Changing landscape of COVID-19 and need to keep community members safe and healthy.
Active Iowa Package of Materials
Active Iowa Materials Review

Develop Manual of Implementation and Template Flyers and Binder

Reviewed by:
• Ottumwa Community Advisory Board and new Active Ottumwa coordinator
• State Advisory Board
• Micropolitan Community Leaders

Active Iowa materials are ready to train coordinators and program leaders

Materials support:
• Program coordinator
• Community Advisory Board members
• Physical Activity Leaders and Ambassadors
• Community excitement for the program
State Advisory Board

- Sarah Dixon, Iowa Primary Care Association
- Katie Jones and Sarah Taylor Watts, Iowa Department of Health and Human Services
- Jimmy Reyes, University of Northern Iowa
- Rachel Schramm, Iowa Cancer Consortium
- Lina Tucker Reinders, Iowa Public Health Association
- Shelley Walker, American Cancer Society
- Kaitlin Emrich, Black Hawk Public Health
- Michelle Lewis, Siouxland District Health Department
- Charla Shafer, The Community Foundation of Greater Muscatine
- Esmeralda Monroy, Child Abuse Prevention Services
- Becky Pryor, Jasper County Health Department
Active Iowa Package of Program Materials

Manual of Implementation

Supplemental Training Videos

Physical Activity Leader Binder and Active Iowa Templates

COVID-19 and Virtual Addendums

Active Iowa Social Media Toolkit
Manual of Implementation (MOI)

- Building a Foundation
- Strategies for Success
- Adapting Active Iowa to Your Community
- Evaluating, Implementing, and Maintaining Active Iowa
- Appendices and technical assistance provided by UI-PRC-RH
Socioecological model (SEM)
Adaptation Guidance Tool

- **Red**: Things that CANNOT be changed
- **Yellow**: Things that can be changed with caution
- **Green**: Things that CAN be changed
RE-AIM

- **Reach**: How do I reach the targeted population?
- **Effectiveness**: How do I know my intervention is effective?
- **Adoption**: How do I develop the institutional support to deliver my intervention?
- **Implementation**: How do I ensure the intervention is delivered properly?
- **Maintenance**: How do I incorporate the intervention so it is delivered over the long term?

**RE-AIM**
Translating Research into Action
re-aim.org
Supplemental Trainings Video Series

Core Concepts:
- Social Determinants of Health
- Cultural Humility
- Health Equity
- Accessibility

PAL Focused:
- Recruiting PALs
- Training PALs
- Retaining PALs

Community Support:
- Active Iowa Ambassadors
- Gaining Community Support
- Engaging your Community
- Technology and Active Iowa
Physical Activity Leader Binder

- Active Iowa FAQ Sheet
- Physical Activity Leader and Active Iowa Ambassador Trainings
- Participant Evaluation Documents
- PAL Agreement and Certificate of Achievement
- Training Evaluation
- Physical Activity Leader Training Instruction Manual
Active Iowa Templates

Newsletter Template

Fact Sheets and Recruitment Flyers

Partnership Agreement

Media Tracking
COVID-19 Addendum

Impact of COVID-19 and seasonal illness

Participant safety

Safe activity facilitation

Created signage
Virtual Addendum

Virtual Physical Activity

Importance of virtual connections

Considerations for digital access and community advisory boards
# Virtual Addendum How To Videos

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Active Iowa Social Media Toolkit and Graphics

Example posts and graphics for implementers to promote Active Iowa

Social Media Toolkit includes 44 graphics, post text, and alt text for each image

For Facebook, LinkedIn, X (formerly twitter), Instagram
What Now?

Make the materials work for you!

Share the materials with your colleagues

Contact us with questions

Materials

Email: Rebecca-bucklin@uiowa.edu
Disclaimer

This publication is a product of a Health Promotion and Disease Prevention Research Centers supported by Cooperative Agreement Number (U48DP006389) from the Centers for Disease Control and Prevention. The findings and conclusions in this publication are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

We have no other relationships to disclose.
Questions

Email: Rebecca-bucklin@uiowa.edu
References


Upcoming Webinars

4 June 2024, 1:00 PM EST
PRC on Nutrition and Physical Activity at the Harvard T.H. Chan School of Public Health

25 June 2024, 1:00 PM EST
PRC at the University of North Carolina Center for Health Promotion and Disease Prevention
Thank you!

chronicdisease@naccho.org