

# FOCUS

News from and about the Kentucky Cabinet for Health and Family Services

March 14, 2014



## kyhealthnow initiative sets seven goals to improve Kentucky's dismal health record

### Multi-faceted public and private strategy has specific aims by 2019

Kentucky's dismal health rankings are well-known and span generations. The state has long had the dubious distinction of being among the national leaders in cancer diagnoses, smoking rates, diabetes, heart disease and a host of other maladies.

Gov. Steve Beshear declared that Kentucky will significantly reduce incidence and deaths from these diseases and habits through a new, aggressive and wide-ranging initiative, called "kyhealthnow," that builds on Kentucky's successful implementation of health care reform. kyhealthnow will use multiple strategies over the next several years to improve the state's collective health.

By setting specific, five-year goals, Kentucky holds state health agencies accountable for measurable suc-

cess, but also challenges local governments, businesses, schools, nonprofits and individuals to take meaningful steps toward improving health in their communities.

"Many individuals and groups in Kentucky are working on ways to make Kentuckians healthier, whether through improving access to trails, providing smoking cessation tools, or expanding availability of cancer screenings," Gov. Beshear said. "Through kyhealthnow, we will finally monitor and measure all those efforts against seven major health goals, and every Kentuckian can help. Better collective health for Kentuckians means better-prepared students and a more reliable workforce, both of which are critical for a successful future."

#### *About kyhealthnow*

kyhealthnow targets seven major health goals to be met within five years, by 2019:

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# Effective strategies for workplace distractions

From basketball brackets to spring break planning to chat over who's going to fill the office's open position, distractions at the workplace are hard to ignore. "Productivity Pro" Laura Stack gives these ideas to stay focused on important tasks.

*Curb your multitasking.* You can't really give the needed care and attention to one project if you are also working on three others at the same time. Prioritize and you'll see better results.

*Limit interruptions.* If you're working on a very important task or tight deadline, let your colleagues know you can't have visitors for a couple hours. Block out time on your calendar for getting work done.

*Tune out.* When it comes to electronics, turn them off – at least for a while. It's OK not to read every email as soon as it pops into your box. And when you are able, you can let many calls roll over to voice mail.

*Take a break.* Don't forget to have a couple of breaks from your work. Use this time to chat with coworkers or

## PEAK PERFORMANCE

Anya Armes Weber



catch up on the personal things that can distract you from your work – make a phone call, pay a bill. Getting away from your desk with a brisk walk can boost your energy levels and give you more clarity when you settle back into work.

*Don't expect perfection.* Wanting to make something "just right" can also be a distraction. It's admirable to want to do the best job you can, but don't take this to extremes. Being too detail-oriented can waste time from focusing on a bigger issue.

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## March recognized as Sexual Assault Awareness Month

Governor Steve Beshear has signed a proclamation declaring March as Sexual Assault Awareness Month in Kentucky.

Department for Community Based Services Commissioner Teresa James read the proclamation at a Capitol Rotunda kickoff last month. CHFS collaborates with the Kentucky Association of Sexual Assault Programs (KASAP) to promote sexual assault awareness.

CHFS Secretary Audrey Tayse Haynes said collaborations between DCBS staff and groups like KASAP improves prevention.

"KASAP works hard to educate Kentuckians in all walks of life about sexual assault, and our staff complements that," she said. "These local and statewide efforts are changing the culture of our communities and helping to end sexual violence."

KASAP Executive Director Eileen Recktenwald said it's becoming easier for people to talk about sexual

violence, and that is making a difference.

"It's gotten a lot easier to talk about, because – from the White House down – we are seeing a straightforward response to the problem," she said.

Recktenwald said that family and friends of assault survivors may get help through the centers, and that greater support from government leaders and community partners are building stronger services.

Four Kentuckians received the Sexual Assault Awareness Month Award at an awards dinner in Frankfort for their contributions to end sexual violence.

The winners, who were also recognized at the Rotunda event, are:

Regional SAAMy: Ruford Abner, Rowan County Sheriff's Office

Statewide SAAMy: Marylee Underwood, Commonwealth Council on Developmental Disabilities

Fonetta Elam Award (tie): Erica My-

ers, Safe Harbor; and Brenda Hughes, Kentucky River Community Care

Innovative Program Award: START (Sexual Trauma and Assault Response Training) program, Bluegrass Rape Crisis Center

Visionary Voice Award: Dr. Ann Coker (This national award is sponsored by the National Sexual Violence Resource Center.)

New this year, the Fonetta Elam Award honors excellence in clinical supervision and pays tribute to Elam, who was director of the Prestonsburg Rape Victim Services Program and provided services to domestic violence and sexual assault victims for more than 30 years. Elam died in January 2013.

For more information about the sexual assault prevention programs and services and Sexual Assault Awareness Month, please visit <http://chfs.ky.gov/dcbs/dpp/violenceprevention.htm> or <http://www.kasap.org/SAAM.html>.

# Social Work Month highlights ‘All People Matter’

The National Association of Social Workers’ 2014 Social Work Month theme is “All People Matter.”

NASW says its theme and logo were selected to help raise awareness about the American social work profession’s 116-year commitment to improving social conditions and quality of life opportunities for everyone. Social workers across the globe believe that all people have dignity and deserve respect.

NASW’s goal for Social Work Month 2014 is to educate the public about how these values are essential to improving relationships within families, making social support systems more effective, and building stronger communities.

Learn more about NASW’s organization and resources at [www.socialworkers.org](http://www.socialworkers.org).



**SOCIAL WORK MONTH 2014**

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## Commission administrator gives praise to fellow social workers

*Mike Weinrauch is a health program administrator for the Commission for Children with Special Health Needs in Louisville. Here is his message to his colleagues during Social Work Month.*

When I was much younger and interviewed for my first social work job at DCBS, the supervisor asked why I wanted the job, and if I knew it was an awful and horrible job. (I think this was before structured behavioral interview questions.) Tireless hours, doing difficult work for little pay, with often angry people.

She shared with me her secret – that the only thing worse than being

a social worker was not being a social worker. Few jobs allow you the ability to assist people so directly, and I think that’s what it’s all about.

Over my years, in various positions at DCBS, I grew up, got a real education, met some wonderful people I never would have met otherwise, and hopefully helped a few of them.

While I no longer work at DCBS, I look back at the experience fondly and say thanks to all of you who are out there doing the work.

For the past few years, I have been so fortunate as to work as an administrator with the Commission for Children with Special Health Care Needs, and come into contact often

with the 12 CSHCN social workers. These caring people are absolutely terrific and inspiring in their dedication to the clients they serve. In clinics, in their offices, and out in the community, CSHCN social workers assist and empower youth with various physical conditions (and their families) to overcome barriers, plan for their future, and solve all sorts of problems – advocating, facilitating, listening and embodying the spirit of the “All People Matter” theme.

CHFS social workers are special people and I’d like to wish each and every one of you a happy social work month. (I think that every day should be social worker day!)

## KYHEALTHNOW

### Continued from Page 1

- Health insurance - Reduce Kentucky's rate of uninsured individuals to less than 5 percent

- Smoking - Reduce Kentucky's smoking rate by 10 percent

- Obesity - Reduce the rate of obesity among Kentuckians by 10 percent

- Cancer - Reduce Kentucky cancer deaths by 10 percent

- Cardiovascular Disease - Reduce cardiovascular deaths by 10 percent

- Dental Decay - Reduce the percentage of children with untreated dental decay by 25 percent, and increase adult dental visits by 10 percent

- Drug Addiction - Reduce deaths from drug overdose by 25 percent, and reduce the average number of poor mental health days of Kentuckians by 25 percent.

Each of these goals includes multiple strategies to meet it, which will be implemented through a combination of executive actions, legislative actions, public-private partnerships and enrolling more Kentuckians in health care coverage.

A complete list of the goals and strategies can be found at <http://ky-healthnow.ky.gov>.

*Current Kentucky Health Statistics*  
Kentucky consistently ranks among

the worst states in most national health rankings, including:

- 50th in smoking
- 42nd in obesity
- 46th in physical inactivity
- 38th in diabetes
- 49th in poor mental health days
- 50th in poor physical health days
- 50th in cancer deaths
- 47th in heart disease
- 46th in high blood pressure
- 41st in annual dental visits
- 48th in heart attacks

"For years, Kentuckians have lacked access to the preventive treatment and early diagnosis that are essential to good health. Thanks to the Governor's leadership, we now have over 244,000 more Kentuckians with health care coverage than we did last fall. And that number continues to grow daily," said Cabinet for Health and Family Services Secretary Audrey Tayse Haynes. "Over time, as these newly insured Kentuckians find a health home and become accustomed to seeing their doctor for annual physicals and routine screenings, our health outcomes will gradually improve. This focus on wellness is truly a culture change for many of our citizens, some of whom have never before been insured. But as our kynect enrollment numbers demonstrate, it is a change they are embracing."

Lt. Gov. Jerry Abramson will serve as chair of the kyhealthnow working

group, which will meet quarterly and report the initiative's progress to the Governor every six months. Department of Public Health Commissioner Dr. Stephanie Mayfield will serve as vice chair. The working group will be composed of leaders from every state Cabinet, and will invite input and partnerships from various nonprofit and private sector agencies.

"Ensuring a healthier future is vital if Kentucky wants to have a stronger population that can compete for 21st century jobs," Lt. Gov. Abramson said. "This latest initiative focuses overall state health strategy and partners with key groups to change the face of our health landscape."

"Kentucky has an unprecedented opportunity to advance its health status for generations to come with these new health metrics, coupled with our health access and health information exchange advances," said Dr. Mayfield. "This is a golden opportunity to improve our health, and the time is now."

Information about kyhealthnow, Kentucky's health statistics, the kyhealthnow working group and more can be found at <http://kyhealthnow.ky.gov>, as well as on Facebook and Twitter. Individuals, businesses, nonprofits and community organizations are encouraged to visit these sites and submit information about steps they're taking to improve health.

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## Helpdesk remains first option until switch over completed

For now CHFS employees with information technology issues may still find answers at the cabinet Helpdesk.

Issues such as orders, inquiries and software downloads have been handled by Helpdesk staff and will continue to be until further notice.

The Commonwealth Office of Technology is currently in the process of a statewide reorganization which will eventually bring all assistance under the responsibility of the Commonwealth Service Desk (CSD). At that point, a ticket will be generated and directed to a technician.

Once the switch is complete all employees will contact



the COT Commonwealth Service Desk and all orders will then be addressed in the order in which they are received based on priority.

In the interim, employees who need assistance are encouraged to contact the Helpdesk or a member of the IT team. To contact the Commonwealth Service Desk please call (800) 372-7434 or by email.

# DPH receives grant to promote healthy behavior

The Kentucky Department for Public Health (DPH) is helping numerous early care and education centers in the state improve nutrition and physical activity standards for young children by promoting targeted health policies and practices and providing training to the child care, Headstart, and pre-K communities.

DPH recently received \$275,000 in grant funding from Nemours, a children's health system based in Jacksonville, Fla. The award will help early care and education providers promote healthy eating, physical activity, breast-feeding support and screen time policies and practices as part of the National Early Care and Education Learning Collaborative Project. The project is funded by the Centers for Disease Control and Prevention (CDC) and managed by Nemours, which will provide the training component for providers.

"Sustained well-being is made possible when people learn the lessons of a healthy lifestyle early on," said DPH Commissioner Stephanie Mayfield, M.D. "By working with the early care and education community, we are able to reach many of Kentucky's young children and help them build the foundation for being healthy and active."

In the first year, the project is expected to impact obesity prevention efforts in 75 child care centers in Jefferson, Fayette, Boone, Kenton and Campbell counties. Through this partnership, DPH expects to reach nearly 4,000 children in the first year.

"Teaching children about the components of a healthy lifestyle early on supports lifelong health and addresses the alarming epidemic of



childhood obesity," said Elaine Russell, obesity prevention program coordinator for DPH. "By spreading best practices through early care and education communities, we are able to reach children early on when obesity can most easily be prevented."

DPH will begin recruiting centers to participate in this project in early March. Early care and education centers that are interested in participating in the project can contact Russell at [Elaine.Russell@ky.gov](mailto:Elaine.Russell@ky.gov) for more information.

Childhood obesity is a widespread epidemic. Nationally, 26.7 percent of children aged 2-5 years are overweight or obese, according to a 2012 article published in the Journal of the American Medical Association. Kentucky ranks third in childhood obesity in the nation. In fact, nearly 16 percent of low-income children under the age of 5 who are enrolled in federally funded maternal and child

health programs are characterized as obese, according to the Trust for America's Health and the Robert Wood Johnson Foundation's annual "F as in Fat: How Obesity Threatens America's Future," report.

The goal of this early child care initiative - reducing obesity rates among young people - falls in line with the state's new kyhealthnow program, which aims to reduce the overall rate of obesity in Kentucky by 10 percent over the next five years.

Public health officials point to evidence-based research that supports the need to provide healthy nutrition and physical activity environments for children at young ages as a means of curbing obesity.

"Reaching kids early is the key to combating childhood obesity. Providing early care and education providers with the tools they need to help families develop healthy habits will go a long way toward ensuring the long-term health and wellness of children," said Debbie I. Chang, vice president of Policy and Prevention at Nemours.

Child care centers in the program will participate in group learning and action planning and have access to technical assistance, tools, materials and resources to aid in their continuous improvement. Information is shared within and between teams.

State partners on the project include: Governor's Office of Early Childhood, Kentucky Department of Education, Department for Community Based Services, Division of Child Care, Child Care Aware of Kentucky, and the Early Childhood Education Healthy Eating and Physical Activity Committee.



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