

RURAL HEALTH BRIEFING

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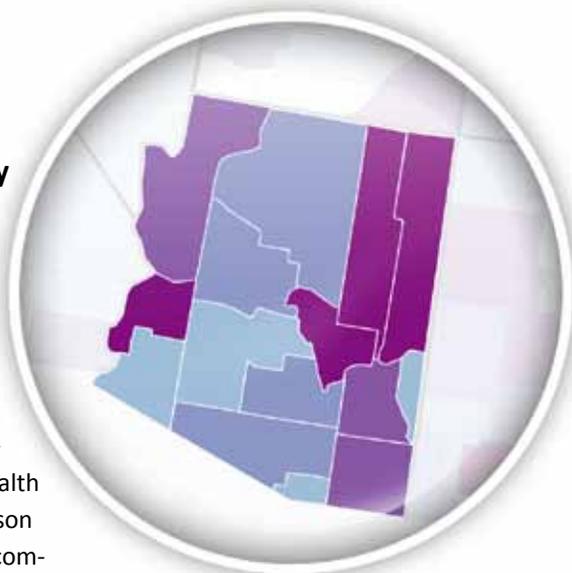
- American-Indian-tailored quit smoking program unveiled
- Text4Baby launched
- Federal Hispanic/Latino profile unveiled

ACROSS ARIZONA

Rankings give county-by-county picture of Arizona's health

The County Health Rankings —the first set of reports to rank the overall health of every county in all 50 states—are now available on www.countyhealthrankings.org. The 50-state report, released by the University of Wisconsin's Population Health Institute and the Robert Wood Johnson Foundation, help public health and community leaders, policymakers, consumers and others to see how healthy their county is, compare it with others within their state and find ways to improve the health of their community. Each county is ranked within the state on how healthy people are and how long they live. They also are ranked on key factors that affect health such as: smoking, obesity, binge drinking, access to primary care providers, rates of high school graduation, rates of violent crime, air pollution levels, liquor store density, unemployment rates and number of children living in poverty.

• **U.S. rural disparities remain:** The report found healthier counties are urban/suburban, whereas least healthy counties are mostly rural. About half (48%) of the 50 healthiest counties are urban or suburban counties, whereas most (84%) of the 50 least healthy counties are rural.



Arizona's county health outcomes ranked by levels of morbidity and mortality



County health factor rankings

Calculated by combining health behaviors data, clinical care, social/economic factors and the physical environment

1 Pima	9 Santa Cruz
2 Yavapai	10 Gila
3 Coconino	11 Navajo
4 Maricopa	12 La Paz
5 Greenlee	13 Yuma
6 Cochise	14 Mohave
7 Graham	15 Apache
8 Pinal	

www.countyhealthrankings.org

CALENDAR

MARCH

2010 Annual Meeting: Set the Course for Change

- **Presented by:** The Arizona Association of Community Health Centers
- **Date:** March 9
- **Location:** University of Arizona College of Medicine-Phoenix, Virginia Piper Auditorium, 600 E. Van Buren Street, Phoenix, AZ
- **Contact:** Bonnie Fiacco at 602.288.7548 or bonnief@aachc.org, www.aachc.org

Native American Community Leaders Institute

- **Presented by:** National Rural Health Association
- **Dates:** March 8-9
- **Location:** University Center Building, La Sala Auditorium, Arizona State University west campus, Glendale, AZ
- **Contact:** Olivia Scott at 602-499-6117 or olivialscott@aol.com

AzPHA Advocacy Training

- **Presented by:** Arizona Public Health Association
- **Date:** March 15
- **Location:** Disability Empowerment Center, 5025 E. Washington St. #110, Phoenix, AZ
- **Contact:** www.azpha.org

Suicide Prevention Conference & Tribal Training: Strengthening Tribal Communities

- **Presented by:** Center for Lifelong Education and Institute of American Indian Arts
- **Dates:** March 16-17
- **Location:** Center for Lifelong Education Conference Center, The Institute of American Indian Arts, Santa Fe, NM



PHOTOS COURTESY ALISON HUGHES

- **Contact:** Hayes A. Lewis at (505) 424-5701 or hlewis@iaia.edu or Karen Fragua at (505) 424-2387 or kfragua@iaia.edu

APRIL

Stress Workshop for Healthcare Professionals

- **Presented by:** The Wellness Council of Arizona, in conjunction with Stressmaster, will host Learning to Thrive, Not Just Survive, in a World of Stress. This full-day stress workshop is designed for nurses and healthcare professionals.
- **Tucson date:** April 2
- **Location:** TBD
- **Phoenix date:** April 9
- **Location:** Franciscan Renewal Center
- **Contact:** www.stressmaster.com/corporate_workshops.htm

Western States Health-e Connection Summit & Trade Show

- **Presented by:** Arizona Health-e Connection, in collaboration with AMIA,

AzHIMA and AzHIMSS

- **Dates:** April 12-13
- **Location:** Phoenix Convention Center
- **Contact:** <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=698525d6-e82f-45f9-aad3-65b158b365c9>

Arizona Living Well

- **Presented by:** Greater Valley Area Health Education Center
- **Date:** April 9
- **Location:** Desert Botanical Garden, Phoenix, AZ
- **Contact:** www.gvahec.org

2010 Meeting of the National Councils for Indian Health

- **Presented by:** IHS Clinical Support Center
- **Dates:** March 21 - 26
- **Location:** Hyatt Regency Phoenix, 122 North Second Street, Phoenix, AZ
- **Contact:** Gigi Holmes or CDR Ed Stein at (602) 364-7777 or gigi.holmes@ihs.gov

Native GLBT Community Info/Health Fair

- **Presented by:** Native

American Community Health Center Inc.

- **Date:** April 16
- **Location:** Native American Community Service Building, 4520 N. Central Ave, 3rd Floor Large Conference Room, Phoenix, AZ
- **Contact:** Trudie Jackson at (602) 279-5262 ext 3207 or email tjackson@nachci.com

AzPHA 2010 Spring Conference: Public Health to Public Wellness

- **Presented by:** Arizona Public Health Association
- **Date:** April 23
- **Location:** Desert Banner Medical Center - Saguaro Room, 1400 S. Dobson Rd., Mesa, AZ
- **Contact:** Jennifer Bonnett at 602-258-3361 or jennifer@azpha.org, www.azpha.org

AIFC – Arizona Interagency Farmworker Coalition annual conference: United Through Challenges, We Build Strong Communities

- **Presented by:** Arizona Association of Community Health Center
- **Dates:** April 28-30
- **Location:** Yuma, AZ
- **Contact:** Lisa Nieri at lisan@aachc.org or 602.288.7557

Preconception Health Conference: A Life Course Perspective

- **Presented by:** March of Dimes Arizona Chapter
- **Dates:** April 30
- **Location:** Black Canyon Conference Center, 9440 N. 25th Avenue, Phoenix, AZ
- **Contact:** www.marchofdimes.com/arizona/38330_63152.asp

GRANTS AND OPPORTUNITIES

Technical assistance is available for the development of grant proposals and other funding applications from the professional staff of the Rural Health Office and the State Office of Rural Health Program. Please contact Jennifer Peters, petersjs@u.arizona.edu

RWJF: Active Living Research and New Connections

- **Deadline:** April 14
- **Purpose:** to support research to inform policy and environmental strategies for increasing physical activity among children and adolescents, decreasing their sedentary behaviors and preventing obesity. Special emphasis is placed on strategies with the potential to reach children and youths ages 3 to 18 who are at highest risk for obesity: African-American, Latino, American Indian, Alaska Native, Asian-American and Pacific Islander children, as well as children who live in lower-income communities.
- **Eligibility:** Preference will be given to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- **Amount:** Up to \$300,000
- **More information**

Substance Abuse and Mental Health Services Administration: Family Centered Substance Abuse Treatment Grants

- **Deadline:** April 23
- **Amount:** \$300,000
- **Eligibility:** domestic public and private nonprofit entities. For example, State and local governments, federally recognized American Indian/Alaska Native Tribes and tribal organizations, urban Indian organizations, public or private universities and colleges; and community- and faith-based organizations may apply.
- **Purpose:** to provide substance abuse services to adolescents and their fami-

lies/primary caregivers in geographic areas with unmet need.

- **More information**

2010 Stand Down Grant Award

- **Deadline:** Applications accepted on an ongoing basis
- **Amount:** \$7,000-\$10,000
- **Purpose** The U.S. Department of Labor (USDOL), Veterans' Employment and Training Service (VETS) continues to support local Stand Down events that assist homeless veterans. A Stand Down is an event held in a local community where homeless veterans are provided with a wide variety of social services including employment assistance.
- **Eligibility:** Eligible applicants will generally fall into one of the following categories: State and local Workforce Boards, Veteran Service Organizations, local public agencies, and non-profit organizations including community and faith-based organizations. Organizations registered with the Internal Revenue Service as a 501 (c)(4) organizations are not eligible to apply for this funding opportunity.
- **More information**

RWJF Local Funding Partnerships Peaceful Pathways: Reducing Exposure to Violence

- **Deadline:** Proposals may be submitted at any time throughout 2010.
- **Amount:** \$50,000 – \$200,000
- **Purpose:** It is a matching grants program that connects the Robert Wood Johnson Foundation with local grant-makers to fund new, community-based projects to improve health and health

care for vulnerable populations. This special solicitation seeks nominations from diversity-focused funders for projects to reduce violence in traditionally underserved communities that are defined by race, ethnicity, tribe, gender, sexual identity or rural/frontier location.

- **Eligibility:** An eligible nominating funder who will propose a funding partnership with RWJF to support a proposed project of a local nonprofit organization; and a non-profit applicant organization classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. To nominate projects for Peaceful Pathways, a grantmaking organization must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code and must represent a community of color or diversity that is traditionally underserved by mainstream philanthropy.
- **More information**

Arizona Early Childhood Development and Health Board, First Things First

- **Notice of Intent to Issue Multiple Requests for Grant Applications:** If you wish to submit an offer, you must obtain a solicitation document. An easy link is offered to obtain information and/or a RFGA document from First Things First by clicking on the website www.azftf.gov. You may also fax, email, mail or hand-carry your request for a copy of the RFGAs to First Things First Grants at (602) 265-0009, grants@azftf.gov or 4000 N. Central Ave., Ste. 800, Phoenix, AZ 85012

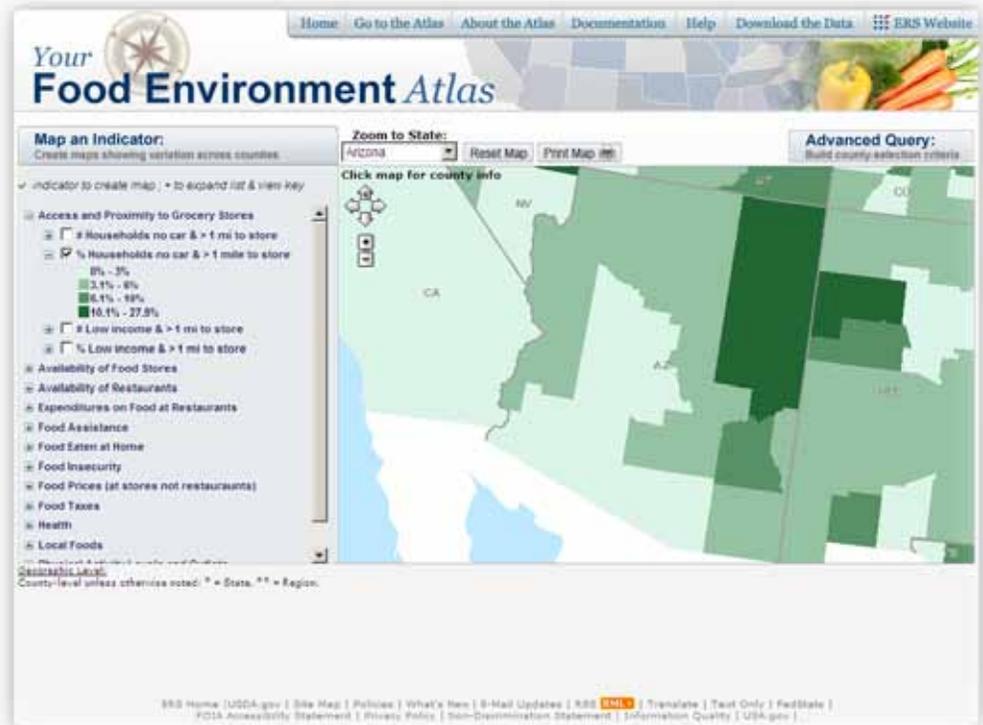
NATIONAL NEWS

Agencies issue mental health parity rule

The departments of Health and Human Services, Labor and Treasury have issued an interim final rule implementing the Mental Health Parity and Addiction Equity Act. The 2008 law requires group health plans to offer the same financial and treatment limits for mental health and substance-related disorder benefits as they do for medical and surgical benefits. Under the rule, parity will apply separately to six classes of services:

- inpatient, in-network
- outpatient, in-network
- inpatient, out-of-network
- outpatient, out-of-network
- emergency treatment
- prescription drugs

Also, deductible, copayment and other out-of-pocket requirements for mental health and substance-related disorder benefits must be integrated with those for medical and surgical benefits. Plans beginning between Oct. 3, 2009 and June 30, 2010, are expected to make a “good faith” effort to comply with the law and plans beginning after that will be required to comply with the regulations. The agencies will accept comments on the interim final rule through May 3, 2010, after which they will publish a final rule.



USDA Food Atlas visually shows areas of disparity

Food environment factors—such as store/restaurant proximity, food prices, food and nutrition assistance programs, and community characteristics—interact to influence food choices and diet quality. Research is beginning to document the complexity of these interactions, but more is needed to identify causal relationships and effective policy interventions. The goals of the atlas include assembling statistics on food environment indicators to stimulate research on the determinants of food choices and diet quality and to provide a spatial overview of a community’s ability to access healthy food and its success in doing so. The Atlas assembles statistics on three broad categories of food environment factors:

- **Food Choices:** Indicators of the community’s access to and acquisition of healthy, affordable food, such as: access

**Find the Food Atlas at
www.ers.usda.gov/FoodAtlas/**

and proximity to a grocery store; number of foodstores and restaurants; expenditures on fast foods; food and nutrition assistance program participation; quantities of foods eaten; food prices; food taxes; and availability of local foods

- **Health and Well-Being:** Indicators of the community’s success in maintaining healthy diets, such as: food insecurity; diabetes and obesity rates; and physical activity levels
- **Community Characteristics:** Indicators of community characteristics that might influence the food environment, such as: demographic composition; income and poverty; population loss; metro-non-metro status; natural amenities; and recreation and fitness centers

ITEMS OF INTEREST

American Indian Quit Smoking Program created

The researchers of the University of Kansas worked through layers of barriers to create an effective smoking cessation program for American Indians, whose culture includes sacred rituals using traditional tobacco. Their program, All Nations Breath and Life (www.anbl.org), arose from a request from patients at an Indian Health Service clinic who asked for a novel smoking cessation program that was culturally sensitive to American Indians.

Text4Baby, innovative phone platform, launched

An exciting new public-private initiative called Text4Baby, led by the National Healthy Mothers and Healthy Babies Coalition, is a mobile health information service that will provide free, health-related text messages to pregnant women and new mothers who voluntarily enroll in the service. Brief text messages will be sent to new and expectant mothers three times per week to inform them on widely accepted and highly vetted scientific guidelines to promote healthy births,

especially among traditionally underserved populations. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish). A webinar will be held on March 17 to provide more detailed information on the Initiative. The webinar will take place from 12 – 1 p.m. (Arizona Time). For more information visit www.hmhb.org.

Federal Hispanic/Latino profile unveiled

The U.S. Office of Minority Health has produced a “Hispanic/Latino” profile that details Latinos’ population, main health issues and barriers to care. Find the report [here](#).

Indian Health Surveillance Report: STDs 2007

The Indian Health Service National Sexually Transmitted Disease Program has released its new Indian Health Surveillance Report, Sexually Transmitted Diseases 2007. The report presents statistics and trends for STDs among American Indians and Alaska Natives (AI/AN) in the United States. Find the report [here](#).

IMPORTANT LINKS

- Administration on Aging
- Agency for Healthcare Research and Quality
- America’s Health Rankings: Our Nation at a Glance
- American Indian and Alaska Native Information (CMS)
- Arizona Critical Access Hospital Program
- AHCCCS
- Arizona Hospital and Healthcare Association
- Arizona Rural Health Association, Inc.
- Critical Access Hospital Information (CMS)
- Critical Access Hospitals Financial Performance Indicators by State
- Community Health Status Indicators (CHSI)
- Federal Funding Opportunities
- Federally Qualified Health Centers (CMS)
- Health Resources and Services Administration
- Health Services Advisory Group
- HRSA Geospatial Data Warehouse
- Indian Health Service, Navajo Area Office
- Indian Health Service, Phoenix Area Office
- Indian Health Service, Tucson Area Office
- Inter Tribal Council of Arizona
- Kaiser Family Foundation: Fast Facts
- Local Community Resource Finder
- Medicare Learning Network (CMS)
- National Association of Community Health Centers
- National Association of Rural Health Clinics
- National Organization of State Offices of Rural Health
- National Rural Health Association
- Office of Rural Health Policy, HHS
- Rural Assistance Center
- Rural Health Information (CMS)
- Rural Health Research Gateway
- Rural Health Resource Center - TASC
- RUPRI State Profiles
- State Health Facts Online
- State Offices of Rural Health Grant Program
- U.S. Department of Agriculture
- USDA Rural Indicator Map Machine
- Veteran Affairs State Summary Fact Sheets

EDITOR’S NOTE

This online newsletter is a joint project of the Rural Health Office housed at the UA Zuckerman College of Public Health, and the Arizona Rural Health Association, Inc. The mission of the Rural Health Office is to promote the health of rural and medically underserved individuals, families, and communities through service, education and research. The Arizona Rural Health Association, Inc. advocates on behalf of the health needs of rural Arizonans at national, state and local levels. Its multidisciplinary membership

provides a respected and highly effective group of rural health practitioners and rural community residents. For example, the AzRHA, Inc. has actively and successfully advocated with the state legislature for funding for telemedicine and mobile clinics in all fifteen counties of the state. Your questions (or answers) are always welcome. Please send them as well as address changes to Renee Fullerton, RHO publications coordinator, rfullert@email.arizona.edu