Farmers and rural families head the long list of Kentuckians who will benefit from several million dollars worth of federal appropriations earmarked for the University of Kentucky in fiscal year 2005 through the efforts of U.S. Senator Mitch McConnell.

Appropriations for College of Agriculture projects included $850,000 for the Health Education through Extension Leadership (HEEL) program, which partners UK’s College of Public Health and other UK Colleges with the Cooperative Extension Service to deliver information on preventing disease and living healthier lives.

“Once again, Senator McConnell has put the people of Kentucky first in bringing these federal dollars to our state’s flagship university, so that our researchers have the support they need to generate knowledge that’s having a direct, positive impact on the quality of life in the Commonwealth,” said University of Kentucky President Lee T. Todd Jr.

“Without financial support even the best programs in the world cannot produce results, and these earmarks will help UK turn its research ambitions into results.”

Writer: Haven Miller (February 2005), 859-257-4736, Photo by: Stephen Patton
_HEEL serves as a catalyst for change by bridging people, resources, ideas and actions, using the unique model of the land grant system of outreach and education combined with university based research and formal collaborations with long term partnerships.

The HEEL program creates innovative strategies for improving health outcomes and reducing the burden of chronic disease for all Kentuckians at the local, regional and state level.

2005 Priester National Extension Health Conference Hosted by HEEL Program

The University of Kentucky College of Agriculture Cooperative Extension Health Education through Extension Leadership Program hosted the 2005 Priester National Extension Health Conference in Lexington, Kentucky from April 12-15, 2005. The conference welcomed a record number of over 250 participants from 40 states who heard from national speakers such as Dr. John Nelson, President of the American Medical Association, Dr. Richard Jackson, California State Public Health Officer, Dr. David Matthews, CEO of the Kettering Foundation, and the University of Kentucky’s own Head Basketball Coach Tubby Smith.

The 2005 Conference theme was “Call to the Post: Translating Research into Policy and Practice for Healthier Communities.” Participants attended presentations on topics that included: Environmental Health, Health Literacy, Social Ecological Determinants of Health, Legal and Regulatory Approaches to Health, and Bio- & Agro-Terrorism. The conference featured a poster session on the evening of Wednesday, April 13 that featured a showcase of successful projects, programs, research, and evaluation results. New to the annual health conference were exhibits offering health related resources from a variety of governmental agencies, universities and companies. In addition, professional development and continuing education credits were offered to participants through the American Association for Family and Consumer Sciences, the National Commission for Health Education Credentialing, Inc. and the University of Kentucky.

The 2005 Conference was sponsored by the United States Department of Agriculture-Cooperative Extension Service (USDA-CSREES), National Association of State Universities and Land Grant College’s Commission on Outreach and Technology Transfer, and the University of Kentucky. Additional financial support was provided by the University of Kentucky Health Education through Extension Leadership (HEEL) Program, the Southeast Center for Agricultural Health and Injury Prevention at the UK College of Public Health and the Office of the Executive Vice President for Research at the University of Kentucky.

The Priester National Extension Health Conference is named in honor of retired CSREES National Program Leader, Jeanne Priester. Professionals in health research, education and policy, health care, federal organizations and agencies, private non-profit organizations and associations, school systems, institutions of higher education and the Cooperative Extension Service are invited to attend the annual conference.
Grants awarded to county Extension programs and their partners through the UK Cooperative Extension HEEL Program for the 2004-2005 fiscal year have raised health awareness across Kentucky's 120 counties. By partnering with local agencies, Extension agents have conducted new and expanded existing programs to reach a wider range of audiences and educate them on prevalent health issues. Programs conducted as a result of the grant program include: community physical activity initiatives for adults and youth with direction from the Get Moving Kentucky! physical activity program, diabetes nutrition education, heart disease awareness campaigns, health literacy initiatives, obesity intervention programs, clean air initiatives, health library development programs, colon cancer screening programs, and prostate cancer awareness campaigns to name a few! County Extension agents reported receiving approximately $100,000 in In-Kind Contributions from their local communities.

Theresa Scott, Extension Agent for Family & Consumer Sciences in Floyd County, arranged a panel discussion with Neil Middleton on the half-hour Mountain Issues and Answers Program which is broadcasted on WYMT-TV in Eastern Kentucky as part of the Floyd/Pike County grant received from the HEEL Program to raise awareness of colorectal cancer. Ms. Scott, along with Becky Simpson of the Kentucky Cancer Program and a local gastroenterologist from Prestonsburg, Kentucky, spent the segment talking frankly about the need for colorectal cancer screening. As a result, two different viewers contacted WYMT and WKYT stating that the program had saved the life of a husband and a father who watched the program, learned the importance of colorectal cancer testing, went for testing, and was diagnosed with the early stages of colorectal cancer.

In 2004-2005, Extension professionals across Kentucky reported 4,982 days and 21.85 FTEs making 288,538 contacts in Health and Wellness programming. Extension professionals also reported 1,611 days and 7 FTEs making 91,803 contacts with the Get Moving Kentucky! physical activity program. 369 days and 1.62 FTEs making 12,823 contacts were made with the LEAP for Health Program.

Details of each grant project awarded through the HEEL Mini-Grant Program, including the goal of the grant, the award amount, partners involved, an abstract of the grant proposal and the impact of each grant, can be found online at: www.ca.uky.edu/HEEL

HEEL’s Meth Education Programs on UK Dream Tour

As University of Kentucky President Lee T. Todd, Jr. traveled around the Commonwealth earlier this summer on a statewide “Dream Tour” of more than 20 cities highlighting how UK’s research and community engagement benefit Kentucky, Dr. Todd recognized the efforts of the University of Kentucky Cooperative Extension’s HEEL Program and the work being done to address the growing number of meth labs in Kentucky – most often in or around homes with young children.

“We have a major problem with methamphetamine production,” Dr. Todd said. “I just can’t imagine what it must be like for some of these kids.”

Holly Hopper, Coordinator for Substance Abuse Issues with the HEEL Program, was invited to attend the Dream
HEEL’s Meth Education Programs on UK Dream Tour

Tour stops in several locations to emphasize the importance of the collaborative work she is doing with the Kentucky Alliance for Drug Endangered Children. KADEC provided free trainings earlier this year for police, social workers, health care workers, teachers, foster parents, and others in Kentucky communities interested in learning how to better recognize and respond to possible meth exposure in children.

“It is our responsibility to be aware of what is going on in the community and intervene,” said Ms. Hopper, who serves as the Chairwoman of the Alliance.

County Extension agents across Kentucky provide education and information about meth and its hazards within their local communities as a result of the development of the Walk Your Land program and the Meth: Too Close to Home program. Both programs were developed by Holly Hopper and Doub Burnham with the HEEL Program.

UK’s Rural Training Track for Medical Students Enters Third Year

For the third consecutive year, UK’s medical students who desire the understanding and experience of a rural health practice will have the opportunity to enroll in the UK College of Medicine’s Rural Training Track Program if they join the pre-doctoral program of the Department of Family Practice and Community Medicine. The UK Cooperative Extension HEEL Program supported the development of a grant in 2003, from HRSA to the UK College of Medicine’s Department of Family Practice and Community Medicine, for the creation of a rural training track within the current curricula structure for medical students who have the desire to practice in rural communities in the future.

The pilot program, also beginning its third year of partnership of the UK College of Medicine’s Department of Family Practice and Community Medicine, Kentucky’s Area Health Education Centers (AHECs), and UK Cooperative Extension county Extension agents, coordinates a community immersion segment for medical students that participate in rural medicine rotations in their third year of medical school at UK. Dr. Jennifer Joyce, the Director of Pre-doctoral Education and an Assistant Professor with the UK College of Medicine, serves as a HEEL Program Advisory Council Member and currently advises students considering the rural training track option. The idea of the program is to “immerse” the student in a rural community so they can experience small town life and also sharpen their interpersonal communication skills.

With 100 of Kentucky’s 120 counties qualifying for a rural designation and 77 of those counties also being designated as partial or whole health profession shortage areas in October 2001, the rural curriculum encourages each student’s rural understanding by offering more unique experiences for medical training in rural areas. Ultimately, the goal of the program is to increase the number of UK Medical School graduates that choose rural practice.
Oral Health Partnership Draws National Attention

The seeds planted when the UK Cooperative Extension’s HEEL Program partnered with the UK College of Dentistry are beginning to produce their first fruits. The partnership has garnered widespread national interest in non-traditional partnering to tackle chronic oral diseases.

A presentation about the unique partnership entitled “Oral Health Wellness and Disease Prevention Program: An Innovative Partnership” has been made at four national meetings this year by Sharlee Shirley-Burch, RDH, MPH, the HEEL Program’s Extension Health Specialist for Oral Health. The national meetings include the National Oral Health Conference, the 2005 Priester National Extension Health Conference, the American Dental Hygienist’s Association Annual Session, and the Children, Youth and Families at Risk (CYFAR) National Conference. She has also been invited to present the partnership presentation at the American Public Health Associations 133rd Annual Meeting scheduled to meet in Philadelphia, PA in December. In addition, Mrs. Burch was invited to present “Oral Health Wellness and Disease Prevention Program: Engaging Rural Women” at the International Women’s Health Conference held August 26-30, 2005 in Montreal, Canada.

As in past summers, 4-H camps across the state will be hosting oral health classes. The February, October and November 2005 HEEL Monthly Health Bulletins feature oral health information with topics including National Children’s Dental Health Month, National Dental Hygiene Month and American Diabetes Month. In addition to several public service announcements that have been recorded for use by county Extension agents across Kentucky, a pre-recorded video detailing “Meth Mouth” has been completed. The video addresses the dangers of methamphetamine use on oral health. Oral health resources are currently in development for use by county Extension agents and will be made available for use following the Oral Health In-Service Training to be held in February of 2006 in Lexington.

Kentucky Families finding New Strength

SKY Families (Strengthening KY Families) is a new parenting education and support initiative in Fayette County designed to promote a culturally competent strategy, recognizing that differences in race and ethnicity may present barriers that impair families’ ability to achieve success.

Each Tuesday night, a support group for parents guided by a series of local professionals who serve as facilitators, meet to enhance their knowledge and awareness, to strengthen their families, ultimately reducing truancy, foster home placements, and the tendency for their children to repeat problem behaviors.

The Imani Family Life Center, Inc. (a local faith-based non-profit organization), Parker & Parker Associates (a local consulting agency), UK Cooperative Extension Service and KSU Cooperative Extension Program collaboratively responded to a request for intervention by the Fayette County family court and the Fayette County public schools. For more information about SKY Families, contact Marion Gibson, Program Director and KSU Agent for Family and Consumer Sciences. Marion can be reached at the Fayette County Extension Office at (859) 257-5582.
New Faces with the HEEL Program

The UK Cooperative Extension HEEL Program Team would like to welcome the following new team members: Deborah Murray, UK Cooperative Extension HEEL Program Associate Director; Sharlee Shirley-Burch, UK Cooperative Extension HEEL Program Health Specialist for Oral Health and UK College of Dentistry Assistant Research Professor; Carol Whipple, UK Cooperative Extension HEEL Program Health Specialist for Youth and UK College of Social Work Training Resource Center Senior Program Advisor; Lisa Hart, UK Cooperative Extension HEEL Program Health Specialist for Pharmacy and UK Colleges of Pharmacy & Medicine Continuing Education Office, Manager of Assessment and Development; Peggy Riley, UK Cooperative Extension HEEL Program Health Specialist for Nursing and UK College of Nursing Part-Time Faculty; Marion Gibson – Kentucky Cooperative Extension Service, Strengthening KY Families (SKY Families) Program Director; Hollie Anderson, Staff Assistant; and Debbie Eisen, Staff Assistant. To learn more about the new members of the HEEL Team, visit the HEEL Web site for photos and bios at: http://www.ca.uky.edu/heel/facstaff.html

The HEEL Team would also like to welcome the following new HEEL Advisory Council Members: Teresa Barton, Judge Executive, Franklin County; Dr. Baretta Casey, Director of the UK East Kentucky Family Practice Residency; and Deborah Murray, Associate Director of the UK Cooperative Extension HEEL Program. Thank you for your commitment to improving the health of Kentuckians. We look forward to working with you!

HEEL Program Curriculum Update

Walk Your Land Program

The creation of the Walk Your Land Program and the “Operation Safe Land” community awareness program resulted in the identification of approximately 30 methamphetamine labs discovered on Kentucky farmland. The illegal labs were removed by law enforcement while still intact. At least two of the identified labs were active at the time of discovery.

Walk Your Land has been implemented as part of the “Get Moving Kentucky!” physical activity program for various age groups. The program has also been used as a subject lesson in vacation bible school programs, 4-H group lessons, school science classes, agriculture community education programs, and law enforcement educational efforts. To date, over 20,000 Walk Your Land photo identification guides have been distributed by the HEEL Program. The guides have also been purchased by community groups and county Extension offices for local programming.

The Walk Your Land program is currently being adapted for use by various groups in North Dakota, Tennessee, Georgia, North Carolina, Arkansas, and Nebraska. Walk Your Land guides are downloadable from the UK Cooperative Extension HEEL Program Web site for printing and for use in local communities at: http://www.ca.uky.edu/heel/Land/index.htm.

(continued on next page)
Partnerships include:
Kentucky State University
University of Kentucky
Wellness Program
University of Kentucky College of Public Health
Kentucky Cabinet for Health Services
Center for Rural Health
University of Kentucky College of Medicine
Area Health Education Centers
University of Kentucky College of Social Work
University of Kentucky College of Pharmacy
Kentucky Cancer Program
Bluegrass Care Clinic
Markey Cancer Center
University of Kentucky Library System
University of Kentucky Chandler Medical Center
Mid South Cancer Information Service
Fund for Rural America – Hispanic Health Care Access

HEEL Program Curriculum Update

Meth: Too Close to Home

Due to the popularity of the Walk Your Land Program, a new photo guide and PowerPoint presentation program was developed for indoor identification of methamphetamine. This program, entitled Meth: Too Close to Home, has been presented to over 1,500 Kentucky residents and in-home care providers. To date, over 15,500 photo guides have been distributed to communities by the HEEL Program and other Extension staff. Community groups have also ordered the guides for local use.

Feedback received from communities using the guides report that the use of the guides has enabled home visitors to remove themselves from dangerous situations and to get help for vulnerable adults and/or children who may be living in a contaminated living environment because of methamphetamine production.

Get Moving Kentucky! Youth Health Lessons

The latest addition to the Get Moving Kentucky! Program was introduced in February. A new Get Moving Kentucky! Physical Activity Program Youth Health Lesson Series was developed to evolve and expand the program to reach younger audiences. The lessons are ready for use by county Extension agents in any existing youth programming and in local schools. The seven health lessons are geared to target the 4th to 6th grade age level and cover a variety of topics related to physical activity. The common message throughout the lessons is “Physical Activity is Fun!” Lesson topics include: safety for outdoor physical activities, eating healthy for physical activity, bone health, strength, flexibility and more. Each lesson includes: a facilitator’s guide for the instructor, an evaluation for assessment of knowledge gained by the participants, an activity designed to motivate the participants to think and move, and a handout that reinforces the topic of the reviewed lesson. In addition, each lesson has a take-home handout with one side for the children and one side for families. The take-home handout is designed to support the concept that the key to increasing physical activity is to involve the whole family.

HEEL Celebrates Three-Year Anniversary of Health Bulletins

The July 2005 edition of the HEEL Monthly Health Bulletin marked three years of the HEEL Team working together to research the latest health information and publish monthly health bulletins. The bulletins are sent out each month to all of Kentucky’s 120 counties for use with Extension clientele. They are designed to share information about current health issues in a format that is easy to read and understand. Annually, the HEEL Team prepares a list of topics in accordance with the National Health Information Center’s list of Health Observances and then tailors each topic to health issues prevalent in Kentucky.

Beginning July 2005, the HEEL Team also released the first Monthly Health Bulletin for Youth. Complete with information about health issues facing youth aged 9-19, the youth health bulletin includes games, poems, and a Get Moving Kentucky! Health Tip for youth. Titles to date include “Defeating Summertime Boredom”, “Liking the Skin You’re In!”, and “Hand Washing for Health!”
HEEL Collaborates with Multiple Organizations to Improve Kentucky’s Health

Get Moving Kentucky! Get Moving CHFS!

On June 9th, the Kentucky Cabinet for Health and Family Services wrapped up the Get Moving Kentucky! Get Moving CHFS! Program. The UK Cooperative Extension HEEL Program’s Get Moving Kentucky! Physical Activity Program was chosen as the Cabinet’s first worksite health and wellness pilot project. The Cabinet has plans to implement the program for its employees across the state. The project was supported by First Lady Glenna Fletcher, CHFS Secretary James W. Holsinger, Jr., and CHFS Deputy Secretary Delanor Manson. All were in attendance for both the kick-off and wrap-up events.

The program was a huge success! There were 845 participants that were grouped into teams of four to five participants each. The group, as a whole, earned a total of 114,909 PAMs. One PAM equals 15 minutes of continuous physical activity. The total number of PAM’s averages out to each participant earning two PAM’s, or 30 minutes of physical activity, each day of the program! A survey was administered to participants during a health fair at a mid-point in the program. Two hundred, seventy-two surveys were completed with results indicating that 82% of the participants felt that the program encouraged them to increase their physical activity and 95% reporting that they planned to maintain or improve their physical activity levels after the completion of the program.

In addition, during the 2004-2005 fiscal year, county Extension agents across Kentucky reported 4,982 days and 21.85 FTE’s making 288,538 contacts in Health and Wellness and 1,611 days and 7 FTE’s making 91,803 contacts with the Get Moving Kentucky! physical activity program.

S.W.A.T. – Seniors Walking and Touring Physical Activity Program

April 7th, 2005 marked the kick-off of the Seniors Walking and Touring (S.W.A.T.) Program. The S.W.A.T. physical activity program focuses on seniors and was developed through a partnership of the UK Cooperative Extension HEEL Program’s Get Moving Kentucky! physical activity program, Governor Ernie Fletcher’s “Get Healthy Kentucky!” initiative, with First Lady Glenna Fletcher as Special Advisor, Kentucky State Parks, the Bluegrass Area Agency on Aging, the Bluegrass Community Action Partnership, the “You Can!” program from the U.S. Department of Health and Human Services, and the Kentucky Cabinet for Health and Family Services, Division of Aging.

(Randy Lawson (left) receiving the 2005 STAR Award at the NANASP Meeting in Washington, D.C., June 2005)

(continued on next page)
S.W.A.T. – Seniors Walking and Touring
Physical Activity Program

(continued from previous page)

The S.W.A.T. Program encourages overall health improvement through physical activity in the senior population throughout 17 Central Kentucky counties. Through the collaboration of County Extension Agents and Senior Center Directors at the community level in each of the seventeen counties, and through the use of the PAM (physical activity mile) from the Get Moving Kentucky! Program, all seniors can participate in the S.W.A.T. Program regardless of their level of ability. Any physical activity that lasts for at least 15 minutes earns participants and their Senior Center one PAM. As teams at each center earn PAMs, they accumulate the mileage it takes to travel to and from Kentucky’s state resort parks. Once a Senior Center reaches their goal, they receive the opportunity to visit the Kentucky State Resort Park of their choice for a fun-filled day of activities. When the group returns from their award trip, they may begin earning PAMs towards the next Kentucky State Park Resort destination of their choice!

The S.W.A.T. Physical Activity Program was awarded the 2005 STAR Award from the National Association of Nutrition and Aging Services Programs. The S.W.A.T. Program represents one of many collaborative health education efforts of the HEEL Program.

LEAP for Health
(Literacy, Eating and Activity for Pre-Schoolers)

The Foundation for a Healthy Kentucky has selected the LEAP for Health Program as one of the featured “Models that Work” Collaborations that will be featured on Kentucky Educational Television in October of 2005.

The LEAP for Health Program consists of ten lessons using children’s storybooks to teach children about staying healthy through eating more fruits and vegetables and being physically active. Each lesson in the series includes a facilitator’s guide, reinforcement activities and a family newsletter. Developed through partnerships with the Kentucky Cardiovascular Coalition and Kentucky Department of Education, the program is being implemented through county Extension offices. Over 140 county Extension agents, program assistants and community partners attended regional trainings for implementing the program.

Collaborations at the county level include Extension Homemakers, public libraries, health departments, family resource centers and other community partners. The Kentucky Department of Education generously provided over $10,000 in funding to purchase the complete set of storybooks for each county Extension office.

During the 2004-2005 fiscal year, county Extension agents across Kentucky reported 369 days and 1.62 FTE’s making 12,823 contacts for the LEAP for Health Program.

partnerships include:
Kentucky State University
University of Kentucky Wellness Program
University of Kentucky College of Public Health
Kentucky Cabinet for Health Services
Kentucky Cabinet for Health Services
Kentucky College of Medicine
University of Kentucky College of Social Work
University of Kentucky College of Pharmacy
Kentucky Cancer Program
University of Kentucky College of Dentistry
Bluegrass Care Clinic
Markey Cancer Center
University of Kentucky Library System
University of Kentucky Chandler Medical Center
Mid South Cancer Information Service
Fund for Rural America – Hispanic Health Care Access
Drug Endangered Child (DEC) Trainings a Success

As a result of the collaborative work of the HEEL program and the leadership provided by HEEL Substance Abuse Coordinator Holly Hopper, a new organization has been created in Kentucky to address the issues of drug endangered children. The organization known as the Kentucky Alliance on Drug Endangered Children (KADEC) was formed August 9, 2004 and announced on December 15, 2004 by assembling a team of multi-disciplinary professionals with the knowledge to address this vital issue.

The Kentucky Alliance for Drug Endangered Children (KADEC) was formed to provide awareness and education, of the impact of substance abuse on children, to professionals throughout Kentucky. KADEC is comprised of a multitude of agencies who are currently involved in child protection, community education, healthcare, law enforcement, criminal investigation, emergency medical response teams, prevention, public health, and state government. The mission of KADEC is to provide educational support and opportunities for professionals throughout the state to network and share creative ways to protect endangered children with resources that are often limited.

Earlier this year, a team of national experts affiliated with the National Alliance on Drug Endangered Children volunteered their time to help Kentucky professionals who respond to drug-related situations that may involve children and to educators who work with children on a regular basis gain valuable information needed to perform their work with the increasing numbers of children exposed to methamphetamine production. Four Drug Endangered Child (DEC) training sessions were held across Kentucky earlier this year resulting in approximately 1,400 professionals from 90 of Kentucky’s counties being trained. The DEC were consistently evaluated as the “best training ever attended” by the participants. The trainings were held February 28-March 1 in Hazard, March 4-5 in Lexington, March 7-8 in Paducah, and March 10-11 in Bowling Green. Kentucky is the first state to provide a series of concentrated Drug Endangered Child trainings in one state.

The National Alliance for Drug Endangered Children and the assistance provided in conducting the DEC trainings in Kentucky were made possible through a Community Oriented Policing Services (COPS) grant made available through the Office of Victims of Crime.

For a complete list of individuals, organizations, and agencies involved in coordinating the statewide Drug Endangered Child training, visit the UK Cooperative Extension HEEL Program Web site at: www.ca.uky.edu/heel/dec.htm

Marty Driesler Cancer Project

The University of Kentucky Cooperative Extension HEEL Program is partnering with the Marty Driesler Cancer Project and coordinating the use of county Extension offices as interview locations for the Burden of Lung Disease (BOLD) Study.

The BOLD Study in Kentucky is the only American site in an international effort to define the worldwide burden of Chronic Obstructive Pulmonary Disease (COPD). COPD is the 4th leading cause of death in the United States. Seventy percent (70%) of people who have respiratory problems go undiagnosed. Counties in Kentucky’s 5th Congressional District have some of the highest rates of death from COPD and lung cancer, not only in the state, but in the entire country.

The HEEL Program is also partnering with the Markey Cancer Center and the Kentucky Cancer Program on an awareness program for World COPD Day, November 16, 2005.
Partnerships

Partnerships

Partners for the Breast and Cervical Cancer Pilot Project in Kentucky include the Kentucky Cooperative Extension System, Medicare, Kentucky Cancer Program, National Cancer Institute, Appalachia Cancer Network, and the Kentucky River Health Network.
The Race is on:
Translating Research into Policy and Practice
for Healthier Communities

2006 National Priester Health Conference
Louisville, KY
April 25-27, 2006