



# Health Board Bulletin

Fall 2010

**President:**

Debbie Swinehamer,  
Johnson County  
Board of Health

**President-Elect:**

Maria Del Rio - Hoover,  
Vanderburgh County  
Board of Health

**President-Past:**

Cathy Engel,  
Vanderburgh County  
Board of Health

**Secretary/Treasurer:**

Nancy Sennett,  
Montgomery County  
Board of Health

**Advisory Board Member at Large:**

Jim Howard,  
Clark County  
Board of Health

**Advisory Board Member at Large:**

Vacant (Could Be You!!)

**Obesity is estimated to cost Indiana 1.6 billion dollars in health care expenditures each year.**

**See the back of the newsletter to learn about a coalition that is trying to make a difference.**

## A Message from the President

Dear Local Boards of Health,

October brings us to the start of the second half of our year. We give a warm welcome to Joan Fague who has recently been hired by IPHA and serves as our staff assistant.

Your Advisory Board members have been hard at work! We have held two teleconferences to date on subjects of interest to all Board of Health members and hope to increase the participation in those future calls as we work to improve our contact list. As an aid to getting that information we have recently adopted an InALBOH Contact Information Sharing Policy. Membership is our main concern and we will be developing membership strategies to increase InALBOH participation during our Strategic Planning Retreat to be held within the next few months.

Congratulations are extended to Cathy Engel of Evansville who was recently honored by NALBOH from the East Great Lakes Region. Read more about her recognition on the next page. Cathy serves on the Advisory Board and is currently spearheading our childhood obesity project. We have requested a major grocery chain to partner with us to create a fund so that we may give mini-grants to organizations within InALBOH member counties. Funding will go to projects aimed at curbing childhood obesity. When approval is received, we will send out notification to all member counties about the guidelines for application.

Another project that looms on our immediate horizon is convening a committee to update the Board of Health Orientation/Training manual which was last reviewed in 2006. The manual serves as an important document to guide all Board of Health members and will be included in the Advocacy Resource Kit that Joan is currently working on.

Sincerely,  
Debbie Swinehamer  
InALBOH President  
Johnson County Board of Health

### Mark Your Calendars!!

The next InALBOH teleconference call will be on December 15th at 5:30pm—6:30pm (4:30pm Central Time) and will cover national, state, and local perspectives on nutrition and physical activity, including ways to take action.

## NALBOH/NACCHO Grant to Help Improve the Health of Delaware County

The Delaware County Health Department (DCHD) has one of the most established environmental and health education divisions among local health departments in Indiana. DCHD has a long history of addressing tobacco use in its community initiatives and currently oversees the funds for the program coordinator of the Tobacco-Free Coalition of Delaware County. Over a dozen public health and community partners are involved with the Tobacco-Free Coalition's efforts and much progress has been made in the area of tobacco control. Because of the organization's interest in strengthening its efforts, the DCHD and its Board of Health applied for and received the NALBOH/NACCHO grant to address tobacco control components, which include media advocacy, access to tobacco products (including 100% smokefree policies for workplaces and for healthcare and college campuses), purchasing restrictions according to FDA legislation, and tax increases for tobacco products.

Receiving a national grant from organizations such as NALBOH and NACCHO is an honor for DCHD. Cecilia Williams, program coordinator for the Tobacco-Free Coalition of Delaware County and coordinator of the grant initiative, is thrilled to have local partners supportive of the tobacco control effort and a national grant to back up the efforts. "NALBOH/NACCHO said that they receive an average of 30 applications each grant cycle and only three are approved," said Williams, "the odds were stacked against us, but we were able to demonstrate that we are worth the investment!"

Judi Harris, Chair of the Delaware County Board of Health, is also appreciative of the grant award and recognizes the commitment of the Tobacco-Free Coalition. "The Delaware County Board of Health appreciates the efforts of Cecilia Williams in securing the NALBOH/NACCHO grant." says Harris, "We recognize that smoking is a contributor to many public health issues, and we are confident that this grant will assist in our goal of improving the health of Delaware County citizens by improving the quality of the air we breathe."

### Board of Health Brags

Vanderburgh County Board of Health Member Cathy Engel, PhD, has been recognized for donating time and energy in supporting state and local public health issues. At the 18th Annual NALBOH Conference in Omaha, Nebraska, Dr. Engel was honored with the East Great Lakes Regional Director's Award for sharing her commitment and expertise in advancing public health.

Dr. Engel, a resident of Evansville, was recognized for her service as a local board of health member. While serving, she championed efforts to make Vanderburgh County healthier and smokefree. Dr. Engel was instrumental in the development of InALBOH and served as the association's first president. She is knowledgeable and passionate about public health and is dedicated to improving the health of her community and state.

**Has your Board  
of Health  
adopted a  
smokefree air  
resolution?**

**If not, please  
contact  
Joan Fague at  
[jfague@inpha.org](mailto:jfague@inpha.org)  
for a template  
and assistance.**

#### **More Board of Health Brags!!!**

**Fountain-Warren and Henry County Boards of Health voted to endorse comprehensive smokefree air laws, restricting smoking in ALL public places and workplaces to protect their communities from the hazards of secondhand smoke.**

Board of Health members must embrace public health if they are to serve the people and be strong positive public health advocates.

## Clarifying the Confusion: Advocacy vs. Lobbying

Advocacy is the general promotion of an idea or cause through education, outreach, and/or grassroots organizing. It is an effective way to create awareness about how a community is impacted, either positively or negatively, by public policy and to generate interest in and support among legislators and the public for a particular issue. In general, advocacy activities are not prohibited for nonprofit 501(c)(3) organizations and are a great way to engage policymakers in discussions of issues facing their constituents.

Lobbying, a form of advocacy, involves asking a legislator to take a specific position or support or oppose a particular piece of legislation. Legislation means a bill that has been introduced or a draft bill that may be introduced in any legislative body such as a city council, state legislature, or Congress. Lobbying is allowed for nonprofit 501(c)(3) organizations within certain parameters as long as they do not engage in excessive lobbying or spend a more than a certain percentage of their budget on lobbying efforts. Nonprofit 501(c)(3) organizations may not, however, engage in promoting or opposing political candidates or parties in any way.

*Direct lobbying* involves communication with a legislator, legislative staff or body, or any covered executive branch or other government employee who may participate in the formulation of legislation. The communication refers to a specific piece of legislation and expresses a view on that legislation. *Grassroots lobbying* is defined as an attempt to influence specific legislation by encouraging the public to contact legislators about that legislation. A communication constitutes grassroots lobbying if it refers to specific legislation, reflects the view on that specific legislation, and encourages the recipient of the communication to take lobbying action. This is known as a “call to action.”

The following activities are considered advocacy but **not** lobbying:

- Providing technical assistance or advice to a legislative body or committee in response to a request
- Making available non-partisan analysis, study, or research
- Providing examinations and discussions of broad, social, economic, and similar problems
- Communicating with a legislative body regarding matters which might affect the existence of an organization, its powers and duties, its tax-exemption status, or the deduction of contributions to an organization
- Updating members of your own organization on the status of legislation, without a call to action.

**ADVOCACY =**  
getting the right  
information, to the  
right people at the  
right time, to get the  
public health  
message across.

### Being an effective advocate includes five basic concepts:

1. Be factual, honest, and knowledgeable about your subject
2. Be clear, concise, and concrete with your message
3. You, rather than someone else, must frame the issue
4. Cheerful persistence - promoting public health is a long process
5. Don't forget to follow up and say “thank you”

## The Evidence is In!! Rural Indiana Residents want Smokefree Air

A new poll conducted by the Survey Research Center at Indiana University - Purdue University (IUPUI) found that two-thirds (66%) of adults in rural Indiana would support a comprehensive smokefree air law that eliminates secondhand smoke in ALL workplaces, including restaurants and bars. A total of 2,418 people were surveyed from Clay, Lawrence, Montgomery, and Warren counties. The purpose of the poll was to assess public opinion about smoking, secondhand smoke, and support for an ordinance requiring smokefree public places. The highlights are as follows:

- Roughly 80% of rural Indiana adults who work indoors do so in a smokefree environment.
- The majority of rural Indiana adults (85%) agree that all workers in a nearby city in their county should be protected from secondhand smoke in the workplace - 60% of those who currently smoke also agree.
- Roughly 82% agree that restaurants, bars, and other public places would be healthier for customers and employees if they were smokefree - approximately half of those who currently smoke also agree.
- When asked about restaurants, bars, membership clubs, and other public places, over three-fourths (78%) of rural Indiana adults feel that the rights of customers and employees to breathe smokefree air is more important than the rights of smokers to smoke in those areas - roughly 43% percent of current smokers also agree.
- Over half (53%) of rural Indiana adults say they would continue to go out as often as they do now; 31% say they would eat out more; and 15% said they would eat out less.

## If someone asked you if you'd like to be more physically active, what would you say?

That question was asked recently to Marion County residents as part of a community health telephone survey. Turns out, nearly two-thirds of respondents stated that they would like to be more physically active. That's the good news! The bad news is that less than one-third of Marion County residents are actually meeting the Surgeon General's guidelines for physical activity. This is equally true for the population throughout Indiana.

Physical activity is important, and the lack of it is associated with obesity, heart disease, stroke, cancer, and diabetes. Heart disease is the leading cause of death in Indiana and across the country. Obesity costs Indiana 1.6 billion dollars in health care expenditures each year with half being paid for with public dollars (Medicare, Medicaid, or other public funded health care programs). Increasing daily physical activity among our population will go a long way in reducing these diseases and their associated costs.

A new Central Indiana coalition, *Health by Design*, has emerged to promote environments that are built for and scaled to promoting walking and biking for daily activity. These environments facilitate commuting by foot, bike, or transit by having a safe infrastructure and destinations with in reasonable distances. In communities that are highly walkable, residents are much more likely to meet the 30 minutes per day of moderate activity recommended by the Surgeon General. Mixed-use, pedestrian-friendly neighborhoods that encourage residents to be more physically active are a critical resource to a healthy community. To join *Health by Design* or to learn more, visit [www.healthbydesign.org](http://www.healthbydesign.org).

It's time to **RENEW** your membership for 2011!!

Please visit [www.inpha.org](http://www.inpha.org) and click on the "InALBOH" link for a membership form or email [jfague@inpha.org](mailto:jfague@inpha.org).