WVBCCSP Provider Press



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February 2012 Heart Health Month

By Sheryn Carey WV WISEWOMAN

February 2012 was National Heart Health Month. Since January 2009, the West Virginia Breast and Cervical Screening Program Cancer (WVBCCSP) has included a federally funded program that places special emphasis on the heart health of eligible women aged 40-64 -- WV WISEWOMAN. The Well-Integrated **E**valuation **S**creening and for **WOM**en the **N**ation Across (WISEWOMAN) Program provides WVBCCSP participants in 20 clinics around the state with access to additional preventive health services through screening for heart disease and stroke risk factors and using national clinical care guidelines to refer women to quality care. The Program also provides lifestyle interventions that are tailored to each

woman's cardiovascular screening results and her readiness to make lifestyle behavior changes.

The WV WISEWOMAN staff recognizes that asking folks who have spent years placing special Breast emphasis on Cancer Awareness in October each year, to now expand their view to include another health focus with a winter challenge. observance. is а However, this paradigm shift has the potential to impact thousands of people throughout West Virginia. WISEWOMAN needs your help to make the difference. There are professional resources available from a myriad of sources. The newest initiative, launched by the

(continued on page 5)



OMCFH Staff Members during February 14, 2012, "Love Your Heart" event.

Director's Dialog: Collective Wisdom

By GeorgeAnn Grubb, MPH



WVBCCSP Director GeorgeAnn Grubb,

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For the past few months the five members of the WV Breast and Cervical Cancer Screening Program (WVBCCSP) Leadership Team have been engaged in the arduous task of writing the five-year competitive grant application to CDC. This grant will provide the funding and direction for the Program's activities over the next five years. While laboring to produce the best possible proposal, it often felt difficult, stressful and overwhelming, but because we worked as a team, we realized we were each other's best resources. We were involved in a process of sharing our collective wisdom. We were teaching and learning from each other and discovered pathways to solutions we would not have found on our own. The process also gave us time to reflect and think about where we've been over the last two decades and where we are going in the years ahead. Because of this shared responsibility, the end product is richer and far superior to what any one of us could have written alone.

In the midst of the final stages of grant writing, we received an inspiring email from Latasha Sanders, our CDC Project Officer. CDC asked all Project Officers to select one of their programs to be acknowledged as the most effective, and she chose WV! She asked us to send her a one-sentence description of WVBCCSP. We had just spent weeks writing volumes about our Program, and now we had to summarize what we do in one sentence? We considered lots of buzz words and catchy phrases, but decided to come from the heart and sent this: "Building on a strong cultural tradition of caring for each other, WV goes above and beyond, putting true meaning to the phrase doing a lot with a little." And then we went back to work on our work plan, goals, objectives, budget, and evaluation plan, but with a bit more wind in our sails!

At one point it became very clear that we were writing about what we do naturally, that is, coordination and collaboration, which includes our connection to all of you, our providers and community partners. These essential partnerships make it possible to extend the benefits of WVBCCSP to the women of WV who otherwise would not be able to have these life saving services.

As we move into the future, we will continue to provide breast and cervical cancer screening services, and we will expand our public education and outreach efforts to the broader community with emphasis on those groups who are experiencing health disparities. Over the last twenty years, we have learned that WVBCCSP becomes stronger and more capable through systems of collaboration and partnering. We look forward to seeing you at the regional Women's Health Information Programs (WHIPs, formerly BCCIPs) this May/June as we continue to pool our collective resources to expand healthy outcomes for WV women.

"All members of a community are affected by the health status of its least healthy members."

-Institute of Medicine 2002



George Con Grubb

WVBCCSP and **WISEWOMAN**: Provider & Policy Reminders



Payment Claim Status

The Bureau for Public Health Central Finance requests that any questions related to payment amounts or date of payment be emailed to them at dhhrbphclaims@wv.gov. This is a secure email address. Please email the client's name, date of birth, date of service and CPT code billed (if known) for all claims being checked. Contacting Central Finance by this method will allow them to serve all providers more efficiently. WVBCCSP/WISEWOMAN staff do not have access to payment information.

Providers may also check Vista for payment information at www.wvsao.gov. This is not an email. A log on and password are required to check payment information on this website.

WISEWOMAN: Program Reminders & Updates

- In order to provide accurate data to the CDC, we MUST have all enrollment information for WISEWOMAN participants seen June 30, 2011 through December 30, 2011, by April 3, 2012.
- For 2nd Year participants who have lost or misplaced their Cookin' Up Health username and password, clinics are asked to contact WISEWOMAN for duplicate information. Please DO NOT issue new information.
- Please remember that ALL participants receive LSI, including those women with normal screening values.
- WV WISEWOMAN's website is an available resource for forms, staff contact information and patient education materials. Please visit www.wvwisewoman.org.



Screening Providers



As you probably already know, WVBCCSP and WISEWOMAN staff members are planning the Women's Health Information Program (WHIPs) formally known as Breast and Cervical Cancer Information Program (BCCIPs). These regional trainings will be held in Charleston, Beckley, and Morgantown. Information on dates and locations are listed in this issue of Provider Press.

In order to make sure we address topics of interest to providers and all attendees, we're asking you to submit WVBCCSP and WISEWOMAN questions that you want and need addressed at these trainings. Please email your questions to Beth Staats at beth.d.staats@wv.gov no later than April 15, 2012. Please include your contact information so we can reach you if we need to clarify your question or if we want to get the answer to you before WHIPs.

Your questions can address general information about the programs, clinical issues, or reimbursement issues. There will be time for additional questions at each training but having specific questions from YOU will allow us to tailor the presentations to your needs.







U.S. Department of Health and Human Services (HHS) in September 2011, is called Million Hearts™. It aligns existing efforts, as well as creates new programs, to improve health across communities and help Americans live longer, more productive lives.

For WV WISEWOMAN, Heart Health Month is every month. When February 2013 arrives, it is our hope that you will choose to place special emphasis on doing something to educate yourself and others about the need for improved heart health. Whether you wear red clothing or share health materials with members of your community, you can make a difference. Your every act may help to increase awareness of the fact that heart disease is this nation's #1 killer of women and that there are steps that can be taken to reduce the risks for heart disease.



Monroe Health Center staff celebrating "Wear Red Day."



Drema Mace (OEMS) and Betty Tyler (Early Childhood Health) at "Love Your Heart" event.

Key Facts about Heart Disease

- Heart disease kills roughly the same number of people in the United States each year as cancer, lower respiratory diseases (including pneumonia), and accidents combined.
- Number of people in the United States who die from heart disease:
 - 2,200 each day
 - *800,000 each year (150,000 are under 65)
- 1 in 4 deaths in the United States is due to heart disease.
- 1 in 3 people (80 Million) in the United States have some form of heart disease, which can include severe chest pain, heart attack, heart failure, and stroke.
- Number of heart attacks and strokes that occur in the United States: 2,000,000/year.
- Heart disease and stroke cost the nation \$444 billion/year in health care costs and lost economic productivity.

Source: Million Hearts website

Heart Health Activities at WV Health Right in Charleston

By Ann Hyre WV Health Right, Charleston

WV Health Right is in its second year of a three year AstraZeneca HealthCare Foundation cardiovascular health grant, Pathways to Cardiovascular Health. WV Health Right was one of 14 programs selected for the Foundation's cardiovascular health initiative and the only program chosen for multi-year funding. Nearly 800 patients with one or more cardiovascular risk factors have been tracked and all have shown significant health status improvement through a combination of sustainable life-style changes and medication therapies. Disease prevention and health promotion classes have been expanded to include: Healthy Heart classes taught by Drs. Touchon and Carter; exercise classes such as yoga, zumba-lite, Wii bowling, walking, line dancing, etc.; healthy heart cooking classes; expanded diabetes management and smoking cessation classes; and through a special partnership with Nautilus and the YWCA, gym memberships coupled with personal training at no cost to the patients. Since the program's inception, attendance at all classes has increased by 64 percent!

On February 16, 2012 a press conference was held at WV Health Right to announce the clinic's second year of funding. The keynote speaker was Governor Earl Ray Tomblin who presented the AstraZeneca HealthCare Foundation representatives with a proclamation proclaiming February 12-18, 2012 as Pathways to a Healthy Heart Week in West Virginia.

WVBCCSP/WISEWOMAN wish to congratulate WV Health Right for their achievement in ensuring that cardiovascular wellness is in reach for all of their patients.





February 16, 2012, Press conference at WV Health Right in Charleston to announce the clinic's second year of funding. Governor Earl Ray Tomblin was the keynote speaker.

Quote from Department of Health and Human Services Secretary Kathleen Sebelius:

"Heart disease takes the lives of far too many people in this country, depriving their families and communities of someone they love and care for - a father, a mother, a wife, a friend, a neighbor, a spouse. With more than 2 million heart attacks and strokes a year, and 800,000 deaths, just about all of us have been touched by someone who has had heart disease, a heart attack, or a stroke."



Healthy Recipe: Grilled Lemon Chicken with Cabbage-Corn Slaw

Ingredients:

2 teaspoons honey

2 tablespoons plus 1 teaspoon olive oil

5 tablespoons fresh lemon juice

kosher salt and black pepper

1/4 small green cabbage (1/2 pound), cored and shredded

1 red bell pepper, thinly sliced

1 cup corn kernels (from 1 to 2 ears, or thawed if frozen)

4 6-ounce boneless, skinless chicken breasts

Directions:

- 1. In a large bowl, whisk together the honey, 2 tablespoons of the oil, 2 tablespoons of the lemon juice, ½ teaspoon salt, and ¼ teaspoon pepper.
- 2. Add the cabbage, bell pepper, and corn and toss to combine.
- 3. Heat grill to medium-high. Rub the chicken with the remaining teaspoon of oil and season with $\frac{1}{2}$ teaspoon each salt and pepper.
- 4. Grill the chicken, basting often with the remaining 3 tablespoons of lemon juice, until cooked through, 5 to 6 minutes per side. Serve with the slaw.

Total Time: 20 minutes

By Kate Merker, July 2010 - RealSimple.com

Nutritional Information:

Servings: 4

Cholesterol: 94 mg, Sodium: 602 mg, Protein: 37g,

Calcium: 53mg

Amount Per Serving: Calories: 326, Total Fat: 12g, Carbohydrate: 17g, Sugar: 8g, Fiber: 3g, Iron: 2mg,





American Heart Association Top 10 Healthy Cooking Tips



- Preserve the nutrients and colors in veggies. Cook them quickly by steaming or stir-frying.
- ▼ Use herbs, vinegar, tomatoes, onions and/or fat-free or low-fat sauces or salad. dressings for better health, especially if you have high blood pressure or high cholesterol.
- ▼ Use your time and your freezer wisely. When you cook once, make it last longer by preparing enough for several other meals. Freeze it and have a ready-made healthy treat for the next time you are simply too tired to bother.
- A smoothie can cover a multitude of needs. Throw a banana (you can keep them in the freezer for weeks) into your blender along with frozen berries, kiwi or whatever fruit is around. You can also try some orange or other juice, some fat-free or low-fat yogurt and protein powder. You can get 4-5 servings of fruit in one glass of a yummy shake. Try getting your loved one to sip on a smoothie. It's easy, cool, refreshing, and healthy.
- Prepared seasonings can have high salt content and increase your risk for high blood pressure. Replace salt with herbs and spices or some of the salt-free seasoning mixes. Use lemon juice, citrus zest or hot chilies to add flavor.
- ▼ Canned, processed, and preserved vegetables often have very high sodium content. Look for "low-sodium" veggies or try the frozen varieties. Compare the sodium content on the Nutrition Facts label of similar products (for example, different brands of tomato sauce) and choose the products with less sodium.
- Prepare muffins and guick breads with less saturated fat and fewer calories. Use three ripe, very well-mashed bananas, instead of ½ cup butter, lard, shortening or oil or substitute one cup of applesauce per one cup of these fats.
- Choose whole grain for part of your ingredients instead of highly refined products. Use whole-wheat flour, oatmeal and whole cornmeal. Whole-wheat flour can be substituted for up to half of all-purpose flour. For example, if a recipe calls for 2 cups of flour, try 1 cup all-purpose flour and 1 cup minus 1 tablespoon whole-wheat
- ▶ In baking, use plain, fat-free or low-fat yogurt or fat-free or low-fat sour cream.
- Another way to decrease the amount of fat and calories in your recipes is to use fat-free milk or 1% milk instead of whole or reduced-fat (2%) milk. For extra richness, try fat-free half-and-half or evaporated skim milk.

Source: http://www.heart.org/HEARTORG/Caregiver/Replenish/Top10CookingTips/Top10-Cooking-Tips UCM 301837 Article.jsp

Cervical Health Awareness Month

Cervical Health Awareness Month (CHAM) was observed in January, 2012. CHAM is designated as the month for educating the public about cervical cancer prevention and screening. Approximately 12,710 women were diagnosed with invasive cervical cancer in 2011; 80 of those diagnosed were WV women. WVBCCSP encourages women to take charge of their health by having a routine Pap test and reminding them that early detection is the key. By getting screened regularly, a woman improves her chances of preventing pre-cancerous cells from ever becoming cancerous. In addition to routine screening, knowing and understanding your risk factors for getting cervical cancer is important. Women are encouraged to talk with their health care providers to find out more about their risk for getting cervical cancer and what screening schedule they should follow.

The WVBCCSP Health Information Specialists (HISs) organized CHAM activities that took place throughout the state, reaching over 500 WV women. Some of the activities included:

- Wreath Hangings
- Friday, February 20th was designated as the first annual "Wear Teal Day"
- ▼ Cervical Health Awareness Month displays, presentations, and give-aways were offered at open houses, churches, pharmacies, FRN offices, coalition meetings, a free Pap clinic, and Screening facilities
- "A Night of Pampering, Pasta and Your Pap" dinner was held in Huntington
- "Zumba the Night Away" was held in Culloden
- ◆ An interview for Channel 12, WBOY in Clarksburg helped educate WV women about cervical cancer screening

Remember, early detection is the key. It is important to educate WV women about the risk factors and screening options for cervical cancer.



Left: CHAM display at the Continental Breakfast at Mt. Zion Baptist Church, Bluefield



Right: CHAM display at Monongalia Health **Department, Morgantown**

CHAM Activities



"Wear Teal Day" at Monongalia County Health Department, Morgantown



"Wear Teal Day" at Northern Greenbrier Health Clinic/Browning Family Practice, Hillsboro



Continental Breakfast at Mt. Zion Baptist Church, Bluefield



Continental Breakfast at Mt. Zion Baptist Church, Bluefield



Thelma Workman, Health Information Specialist, talks about Cervical Health Awareness

CHAM Activities



Julie Hewett, Cervical Cancer Survivor



Continental Breakfast at Mt. Zion Baptist Church, Bluefield



Huntington Mayor Kim Wolfe and Health Information Specialist, Brenda Harlow at the Proclamation and Wreath Hanging Ceremony at Edwards Comprehensive Cancer Center



Julie Hewett and other volunteers attending the **Proclamation and Wreath Hanging ceremony at Edwards Comprehensive Cancer Center**



Million Hearts



Million Hearts™ is the national initiative to prevent 1 million heart attacks and strokes over five years. Million Hearts™ brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.

Heart disease and stroke are the first and fourth leading causes of death in the United States. Heart disease is responsible for 1 of every 3 deaths in the country. Million Hearts™ is a national initiative that has set an ambitious goal to prevent 1 million heart attacks and strokes by 2017. The impact will be even greater over time.

Million Hearts™ aims to prevent heart disease and stroke by:

- Improving access to effective care.
- Improving the quality of care for the ABCS.
 - A Appropriate Aspirin Therapy
 - **B** Blood Pressure Control
 - **C** Cholesterol Management
 - **S** Smoking Cessation
- Focusing clinical attention on the prevention of heart attack and stroke.
- Activating the public to lead a heart-healthy lifestyle.
- Improving the prescription and adherence to appropriate medications for the ABCS.

The Million Hearts™ initiative will focus, coordinate, and enhance cardiovascular disease prevention activities across the public and private sectors in an unprecedented effort to prevent 1 million heart attacks and strokes over five years and demonstrate to the American people that improving the health system can save lives. Million Hearts™ will scale-up proven clinical and community strategies to prevent heart disease and stroke across the nation.

The Centers for Disease Control and Prevention and Centers for Medicare and Medicaid Services are the co-leaders of Million Hearts™ within the U.S. Department of Health and Human Services, working alongside other federal agencies including the Administration on Aging, National Institutes of Health, the Agency for Healthcare Research and Quality, and the Food and Drug Administration, the Health Resources and Services Administration, and the Substance Abuse and Mental Health Services Administration, the Office of the National Coordinator, and the Veterans Administration. Key private-sector partners include the American Heart Association, and YMCA, among many others. For more information about this initiative, please visit the website at http://millionhearts.hhs.gov.









About Heart Disease & Stroke

Heart disease and stroke are an epidemic in the United States today. Many of the people who are at high risk for heart attack or stroke don't know it. The good news is that many of the major risk factors for these conditions can be prevented and controlled. Talking to health professionals about heart health and getting blood pressure and cholesterol checked are important first steps to risk reduction. Many other lifestyle choices, including eating healthy, exercising regularly, and following doctor's instructions about medications, can all help protect individual heart and brain health.

Unfortunately, women often fail to recognize that heart attack should be a major health concern for themselves and other female family members and friends. *Make the Call. Don't Miss a Beat.* is a national public education campaign that aims to educate, engage, and empower women and their families to learn the seven most common symptoms of a heart attack and encourage them to call 9-1-1 as soon as those symptoms arise.

A woman suffers a heart attack every 90 seconds in the United States. Yet according to a 2009 American Heart Association survey only half of women indicated they would call 9-1-1 if they thought they were having a heart attack and few were aware of the most common heart attack symptoms.

The campaign, developed by the U.S. Department of Health and Human Services' Office on Women's Health, encourages woman to make the call to 9-1-1 immediately if they experience one or more of the heart attack symptoms listed below.

Heart Attack Symptoms

The first step toward surviving a heart attack is learning to recognize the symptoms. The most common signs of heart attack in both women and men are:

- ▼ Unusually heavy pressure on the chest, like there's a ton of weight on you
- ▼ Sharp upper body pain in the neck, back, and jaw
- Severe shortness of breath
- Cold sweats, and you know it's not menopause
- Unusual or unexplained fatigue (tiredness)
- Unfamiliar dizziness or light-headedness
- ▼ Unexplained nausea (feeling sick to the stomach) or vomiting

Learn more about *Make the Call. Don't Miss a Beat*, by visiting http://womenshealth.gov

Healthy Lifestyle Change Makes a Difference

Pam Postalwait, R.N., has been selected as the new Clinical Services Coordinator for the WVBCCSP/ WISEWOMAN Programs. Pam received her Associate Degree in Nursing from the University of Charleston. She has been with WVBCCSP 3 1/2 years as both a Tracking and Follow-up Nurse and as a Medicaid Nurse Case Manager.

In May, 2010, Pam made some drastic changes in her lifestyle. Her motivation, as a breast cancer survivor, was to reduce her risk of a breast cancer recurrence by getting as healthy as she could be. Basically, she changed her diet and increased her exercise to lose weight.

The biggest change she made to her diet was switching to a plant-based diet. Pam says she focuses on the unlimited options of food available in the plant-based diet instead of dwelling on what she doesn't eat any more. Other changes include no more eating at



fast food restaurants (ever) and revamping her whole kitchen to fit her new eating lifestyle. Pam says all of the little things she changed added up to make a big difference. The latest change she made was to eat gluten-free. For her, that change has also been beneficial.

She has made time in her day to exercise, walking on the treadmill and rebounding on a mini-trampoline. Pam's exercise suggestions is to find something that works for you, an exercise routine that you like and that fits into your schedule.

The results speak for themselves. Since May, 2010, Pam has lost, and kept off, 30 pounds. She lowered her BMI five points.

Pam was featured in the Health & Fitness section of The Sunday Gazette on January 1, 2012. She was quoted in the Gazette, saying "I feel so empowered to manage my own health." Some of her tips listed in the article: focus on foods you can have, not what you can't. Substitute delicious, healthy food so you don't feel deprived".

Another helpful tip: get support. Pam and her sister are changing their lifestyles together. Her sister has lost weight too. They both agree that it is really encouraging and inspiring to have someone else making lifestyle changes with you.

When thinking about making healthy lifestyle changes, talk with your doctor to find a plan that works for you.

In future Newsletters, WVBCCSP would like to honor clinic staff members that have made healthy lifestyle changes. Please nominate staff members that have made a healthy lifestyle change that has been inspirational to others in your clinic. Send nominations to Vickie Burke, PO Box 6886, Morgantown, WV 26506 or vburke@hsc.wvu.edu.

WVBCCSP Welcomes New Staff Members

Tracking and Follow-up Nurse, Candice Gore



Candice Gore is the new Tracking and Follow-up Nurse for WVBCCSP. Candice is from Harts, WV. in Lincoln County. She earned her nursing degree from Southern WV Community and Technical College in 2003. She worked as a home health nurse for a Mingo-Wayne home health agency. She also worked as a staff/charge nurse at Thomas Memorial Hospital in Charleston. She has been married for 8 years and has a 12 year old stepson.

Candice dislikes negative attitudes, being late, slick roads, and standing in line. She enjoys outdoor activities, sports, reading, traveling, and music.

Candice is happy and excited to be working with the WVBCCSP team.

Health Information Specialist, Stacy King

Stacy King is the new Health Information Specialist (HIS) in Region 4, covering Braxton, Fayette, Greenbrier, Nicholas, Pocahontas, and Webster counties. Stacy grew up in Beckley. She received her Bachelor of Science Degree in Athletic Training from Concord University. She graduated with a Master of Public Health (MPH) with an emphasis on Health Behavior and Health Promotion from Ohio State University.

Stacy enjoys reading, knitting, and jewelry making. She is not fond of spiders, pork chops, or spicy food!



WVBCCSP Says Good-Bye to Staff



Megan Ward resigned as Health Information Specialist in Region 4, November 30, 2011. She accepted the Sales Coordinator position at The Villages at Greystone, a senior retirement community near Beckley. She helps people by providing information and breaking down barriers they may have when moving into the Greystone community.

Megan describes The Villages at Greystone as having a very home-like atmosphere that even includes Curly and Bongo, the community dogs. The food is great and they try to have fun every day.

We will miss Megan but know she is making a difference where she is now.

Sheri Brown, Tracking and Follow-Up Nurse, resigned her position with WVBCCSP effective March 2012. She was with the Program for nine years. The WVBCCSP and WISEWOMAN staff wish Sheri the best in her new position and know she will continue to make a positive difference in many lives. She truly loved her job working with WVBCCSP staff and providers. In Sheri's departing email to staff she summed up her WVBCCSP experience this way: "May you all be blessed ten-fold as I have been blessed by knowing each one of you".



Carolyn Ferrell, Health Information Specialist in Region 3, retired at the end of December, 2011. WVBCCSP wishes her a wonderful, joy filled retirement!







SAVE-THE-DATE

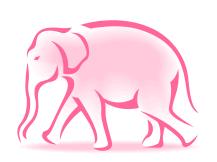


Women's Health Information Program (WHIPs) (Formerly known as BCCIPs)

Monday, May 21 - Embassy Suites, Charleston

Tuesday, May 22 - Tamarack, Beckley

Tuesday, June 5 - Erikson Alumni Center, Morgantown



PLEASE REMEMBER



The WVBCCSP Cancer Information Specialists (CISs) have changed their title to Health Information Specialists (HISs)



You're Worth It



This newsletter is for providers participating in the WVBCCSP and WISEWOMAN programs. If you would like to contribute information or article ideas for the next edition of the Provider Press, please contact:

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