

ALASKA NATIVE EPIDEMIOLOGY CENTER

A REGIONAL GOOD HEALTH AND WELLNESS IN INDIAN COUNTRY UPDATE

GHWIC BACKGROUND

Between 2014-2019, the Centers for Disease Control and Prevention (CDC) will invest over \$78 million in chronic disease prevention efforts through the Good Health and Wellness in Indian Country (GHWIC) initiative. With the support of GHWIC funding, eleven Tribal Epidemiology Centers (TECs) will:

- Coordinate evaluation activities and data collection to highlight the regional work of GHWIC-funded Tribes and Tribal organizations.
- Provide technical assistance to GHWIC-funded Tribes and Tribal organizations.
- Enhance cross-sector partnerships and strengthen American Indian and Alaska Native networks across the service region.

REGIONAL EFFORTS TO PREVENT AND MANAGE CHRONIC DISEASE

Alaska Native Tribal Health Consortium's (ANTHC) Alaska Native Epidemiology Center (ANEC) coordinates GHWIC activities in the Indian Health Service's (IHS) Alaska Area. ANEC supports chronic disease prevention and management in regional Tribal Health Organizations (THO) through:

1. Electronic Health Records Improvements

ANEC staff helped implement two changes in ANTHC's CERNER electronic health record (EHR) system, which is shared by 17 THOs serving approximately 64 percent of Alaska's total active IHS users. ANEC partnered with ANTHC's CERNER workgroup and their Tobacco Prevention and Cessation (TPC) program to create a series of job aides explaining how to accurately document patient tobacco screening and referral processes. The job aides assist various THOs throughout the state, improving the system around tobacco screening and referrals. The workgroup additionally added an electronic referral for the Alaska QuitLine to its system, allowing providers to make e-referrals for patients from their own EHR. The job aides are available to THOs using ANTHC's CERNER server, while the e-referral can be added to THOs' EHRs if they are using the shared CERNER server and they partner with ANTHC's TPC program. ANTHC's CERNER team and TPC Program modify and revise the tools as needed, creating a sustainable, systematic change available to Alaska's THOs.

2. Providing Training and Technical Assistance: Influencing Skills Training

ANEC offers THO partner site staff technical assistance and at least one in-person training annually to help them navigate policy, systems, and environmental (PSE) change processes. For example, in August 2018, ANEC hosted a two-day interactive "Influencing Skills" workshop that covered workplace influence strategies and effective communication techniques, with the goal of helping participants build relationships and advance their project goals in their own organizations.

3. "Nudging" Communities to Healthy Behavior

In March 2018, ANEC offered an interactive training workshop at ANTHC's annual Community Health Aide/Practitioner (CHA/P) Forum to over 80 CHA/Ps. The workshop started with a brief overview of the PSE change model and the concept of "nudging" community members toward healthy behaviors. Smaller group break-out sessions focused on healthy eating and breastfeeding, physical activity, health literacy, and tobacco. CHA/Ps shared "nudge" ideas for healthy behaviors in rural communities, which were recorded and distributed for participants to take back to their communities.



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By the Numbers

60

Collaborative
partnerships
supporting chronic
disease prevention

128

Instances of
technical assistance
supporting regional
THOs

41

Policy, systems,
and environmental
changes preventing
chronic disease

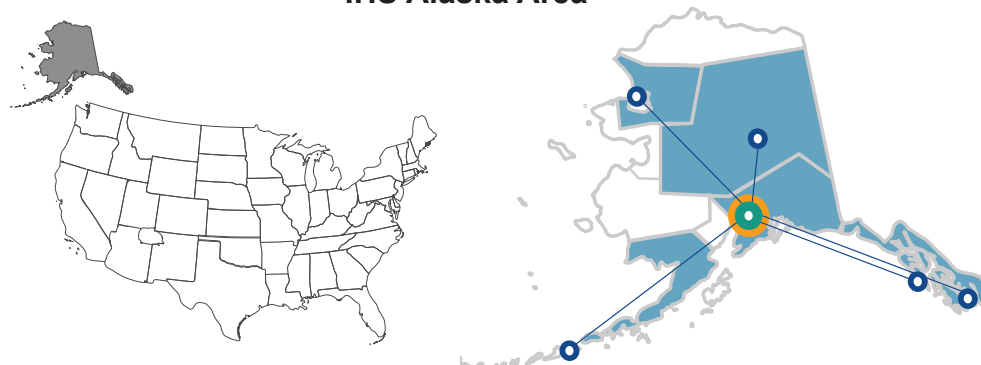
Activity Spotlight: Play Every Day Media Campaign



Until recently, the majority of Alaskan media encouraging physical activity featured urban areas of Alaska with predominately urban activities, individuals, and families. Using GHWIC resources, ANTHC partnered with the State of Alaska's "Play Every Day" media campaign to focus on creating public service announcements (PSAs), printed, and digital media to promote physical activity in rural communities.

In 2015, five potential PSA stories were drafted and presented to focus groups with majority Alaska Native participants. Based on their input, two stories were turned into PSAs, with the first public release coinciding with the Summer 2016 Olympics. Broadcast media buys were targeted to specifically reach rural Alaska. Along with the PSAs, the media campaign included printed and digital media shared with schools, clinics, and Tribal Health Organizations throughout Alaska. In 2018, two more PSAs and accompanying materials were created and distributed statewide. The PSAs can be viewed here: www.youtube.com/playeverydayAK.

Map of GHWIC-funded Tribes and Tribal organizations in the IHS Alaska Area



- Directly Funded Tribal Organizations
- Directly Funded Tribal Epidemiology Centers
- Regionally sub-awarded Tribes or Tribal Organizations



Urban Indian
Health Institute
A Division of the Seattle Indian Health Board



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