

*“Keeping Veterans Well and Well-informed”*

FISCAL YEAR 2011 HIGHLIGHTS

# *National Center for Health Promotion and Disease Prevention*



**VA** | Defining  
**HEALTH CARE** | **EXCELLENCE**  
in the 21st Century



## *From the Chief Consultant*

SOMEONE ONCE SAID, “goals are dreams with deadlines.” Fiscal Year 2011 was certainly a year with many deadlines, but those deadlines helped us work toward our goal of providing outstanding preventive care for our Veterans. This year’s Highlights Report describes the work that we accomplished in FY 11 to meet that goal. As in the previous year, much of our activity this year focused on projects within the Preventive Care Program, a sub-initiative of the New Models of Care Transformational Initiative in the Office of Healthcare Transformation. Most of these projects have a multi-year timeline, so our accomplishments were measured in small steps and progress, not in final achievement. The work will continue into FY 12 and beyond.

We actively continued work in our other major areas of focus, including support and evaluation of the MOVE!® Weight Management Program for Veterans, development of the CPS Guidance Statements, and leadership of Veterans’ health education activities. These programs touch so many Veterans’ lives in important ways.

FY 11 brought changes to our NCP team. Program Support Assistant Angela Gathright began a 12-month deployment as part of Operation Enduring Freedom. We were excited to welcome several new staff members to NCP:

- Beth Burt, Project Manager, from Intuit Health
- Dr. Margaret (Peg) Dundon, National Program Manager for Health Behavior, from the Center For Integrated Healthcare
- Pamela Entzel, Project Manager, from the University of North Carolina at Chapel Hill
- Diana N. Graham, Program Support Assistant, from a community non-profit
- Diana Greene, Clinical Informaticist, from a community health care system
- Jay Shiffler, Communications Specialist, Lt. Col., U.S. Army (Ret.)
- Dr. Ted Slowik, Writer/Editor, from the field of commercial medical education

We have also enjoyed working with University of North Carolina Preventive Medicine residents Drs. Suzanne Bertolo, Christine De Long Jones, and Kelly Corr, who arrived in September.

We recognize the hard work and accomplishments of all of the field-based HPDP and health education staff. They are dedicated to ensuring the highest quality of preventive care is provided to those who receive health care in our VA facilities. It’s through their efforts and those of many other clinical staff that our work at NCP reaches our Veterans, and we’re grateful for all you do.

*Linda Kinsinger*

LINDA KINSINGER, M.D., M.P.H.,  
Chief Consultant for Preventive Medicine



# Veteran-Centric

FY 11 WAS A YEAR OF VETERAN-CENTRIC ACCOMPLISHMENTS, as NCP expanded on its patient-centered successes in FY 10. Through ongoing programs and training, new educational resources, and field-oriented outreach efforts, NCP helped clinicians help Veterans to get even healthier.

## MOVE!® WEIGHT MANAGEMENT PROGRAM FOR VETERANS

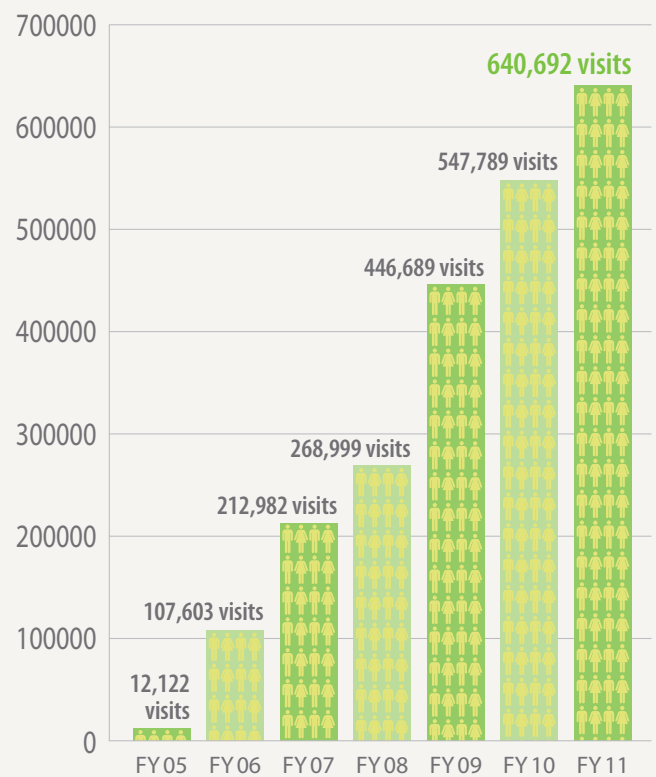
During its 6<sup>th</sup> year of national implementation, the MOVE!® Program continued to help Veterans lose weight in impressive numbers:

- All of the VA Medical Centers have established MOVE!® programs
- 95 percent of Veterans completed annual screening for overweight/obesity and were offered MOVE!® when needed
- 300,000+ Veterans have been engaged in MOVE!® care since 2005
- 300+ tons of excess weight has been lost by MOVE!®-treated Veterans since 2005
- 7,000+ patients have enrolled in TeleMOVE! through an expansion of the Home Telehealth-TeleMOVE! program


MOVE!® program staff continues to develop and implement programs that help Veterans participate in MOVE!® where, when, and how they want.

- TeleMOVE! services will be expanded via the new Interactive Voice Response Telehealth system
- MOVE!® Internet and smart phone application technologies for Veterans are being expanded or developed

## CUMULATIVE MOVE!® VISITS BY FISCAL YEAR



VETERAN-CENTRIC




[FIND OUT MORE](#)

**Steven Boigon ★ San Diego, CA**

**“MOVE!® Has Saved My Life”**

Vietnam Veteran Loses Over 150 Pounds  
Through MOVE!® Program and Bariatric Surgery



*Before*



*After*

Electronic bulletin boards on MOVE!® Success

## VETERANS HEALTH LIBRARY

Under the guidance of the VHEI, the final stages of the development of the VHL were completed. Set to launch in FY 12, the VHL will help Veterans actively communicate, partner, and share in health care decision making by

- Providing them, their family, and clinical caregivers with comprehensive, consistent health information via MHV 24 hours a day, 7 days a week, no matter where they receive care
- Offering VHA clinical staff the ability to provide relevant, Veteran-focused content in face-to-face, telephone, and secure messaging encounters
- Providing educational content that has been vetted by VHA SMEs and is consistent with current VHA guidance

“The VHL content was **intensively reviewed** by approximately 70 SMEs, who were carefully chosen by VACO clinical program offices. In May 2011, Veterans and their families tested the usability of the VHL. Soon afterward, more than 500 VHA stakeholders and clinical staff assessed the VHL’s **navigational, informational, and educational value.**”

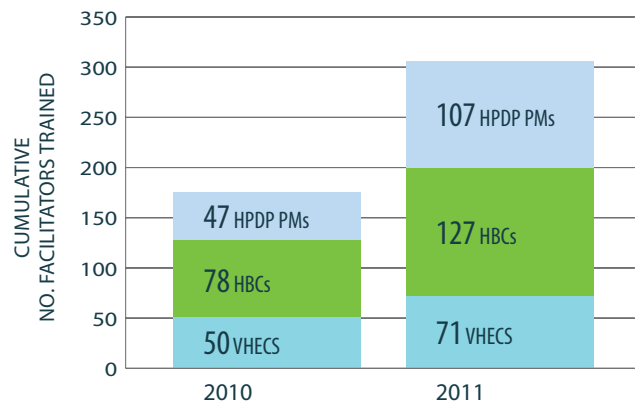
—Rose Mary Pries, Dr. P.H., National Program Manager, VHEI

## PATIENT EDUCATION: TEACH FOR SUCCESS

TEACH courses conducted by NCP Health Behavior Leads and VHEI staff provided training in evidence-based, patient-centered health education and coaching to help field-based PACTs partner with Veterans to facilitate behavior change and healthy living.

- Through FY 11, TEACH facilitator training prepared over 300 VHECs, HBCs, HPDP PMs, and other clinical staff to offer TEACH at their local facilities.
- VHEI created and field-tested support materials for both Veterans and clinical staff members to help them get the most out of TEACH in the clinical setting:
  - Pocket guides and a health coaching tool for use with patients
  - *Lessons Learned/Success Stories* and TEACH Facilitator Implementation Toolkit to aid facilitators
- NCP collaborated with the Institute for Healthcare Communication on the design and implementation of a pilot course on coaching and facilitation skills for TEACH and MI facilitators. The course is designed to help local trainers provide effective real-time support to clinicians and teams as they develop their patient-centered communication skills. The course will be repeated in FY 12 so all facilities have the opportunity to send relevant staff for this advanced training.

## TEACH FACILITATOR TRAININGS



## FAST-FACT

NCP secured VACO permission to share the TEACH program with the Peace Corps. Peace Corps staff and primary care provider-volunteers in 76 countries now have access to TEACH program materials and NCP consultants.



## VETERAN-ORIENTED CONFERENCES

HPDP and MOVE!® Program staff presented at local Veterans' conferences, including the 25th Annual National Disabled Veterans Winter Sports Clinic (Snowmass Village, CO). NCP staff brought the HLMs and SMART goals directly to Veterans and engaged them with presentations and resources that support the VHA's/VA's enhanced focus on prevention.

"We have used NCP's logos and HLM marketing materials, which have really **made all the difference**. Our staff loves how useful it is to not have to create these materials from scratch. We hope that people have an idea of **how rich this resource can be**."

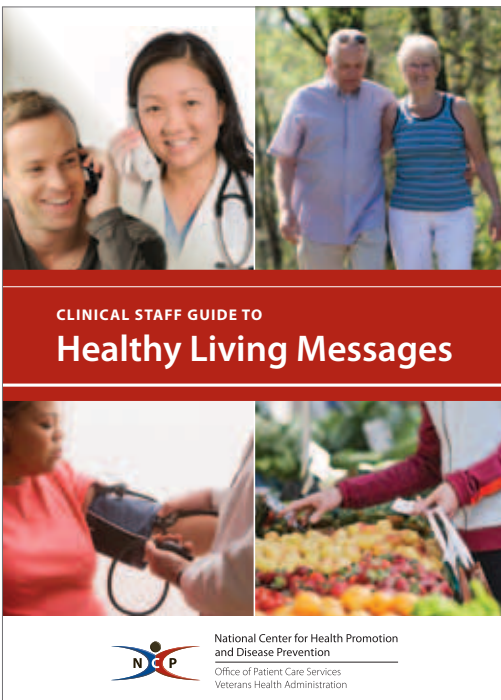
—HPDP PM from VISN 21



NCP staff at Annual National Disabled Veterans Winter Sports Clinic

## HEALTHY LIVING MESSAGES

VHEI developed guidance for clinical staff on incorporating the "Be Involved in your Health Care" message into clinical encounters. Additional tools were developed to help Veterans partner with their health care team to get the most from their treatment.



Clinical Staff Guide to Healthy Living Messages

## CLINICAL PREVENTIVE SERVICES WEB SITES

In FY 11, NCP's Prevention Policy staff continued development of the new CPS Web sites, which will enable Veterans and their clinicians to search VHA guidance statements to determine applicable age- and gender-based preventive health recommendations and services. With the assistance of VA Web Operations, both an Intranet and Internet Web site are slated to "go live" in 2012.

"We're excited about all that these new Web sites will offer patients and providers—especially the **confidence** they will provide Veterans to get engaged in their health care and the **assurance** they will offer clinicians in delivering the **most current, evidence-based care**."

—Terri Murphy, R.N., M.S.N., National Program Manager for Prevention Policy



# Results-Driven

NCP CONTINUED VHA'S TRANSFORMATIONAL EFFORTS IN FY 11 and made progress towards the goals of the Preventive Care Program sub-initiative of the New Models of Care. Through field-oriented communications, clinical guidance, educational programs, and conference calls, NCP provided clinicians with the resources and information to achieve real results in patient care.

## RESEARCH

NCP staff collaborated on research that was accepted for publication and is, in part, being disseminated as “best practices” to local MOVE!® clinicians:

- Kahwati LC, Lewis MA, Kane H, Williams PA, Nerz P, Jones KR, Lance TX, Vaisey S, Kinsinger LS. “Best Practices in the Veterans Health Administration’s MOVE! Weight Management Program.” *Am J Prev Med.* 2011;41(5):457-464.
- Kahwati LC, Lance TX, Jones KR, Kinsinger LS. “RE-AIM Evaluation of the Veterans Health Administration’s MOVE! Weight Management Program.” *Transl Behav Med.* 2011;1(4):551-560.

“The work presented by Kahwati and colleagues . . . is a **compelling and timely evaluation** that begins to answer . . . (the question of) what conditions were necessary and/or sufficient to achieve weight loss success (or changes in any outcome) when an evidence-based intervention is made available to a clinical or community program delivery organization?”

—Editorial commentary from the *American Journal of Preventive Medicine* (2011; 41(5):548–549)

## FIELD ORIENTATION PROGRAM

HPDP Program staff members collaborated with VHA SMEs to develop and implement an HPDP Self-Study Orientation Program for HPDP PMs, HBCs, and VISN HPDP Program Leaders. The Program is designed to serve as an ongoing resource to the field and offers self-certification, instructions, role-specific orientation checklists, and the following learning modules:

1. Introduction and Role Orientation
2. Communication and Resources
3. Core Healthy Living Messages
4. Clinical Preventive Services
5. Measurement and Evaluation
6. MOVE!® Weight Management Program
7. Veterans Health Education and Information
8. Primary Care-Mental Health Integration
9. Employee Wellness
10. Patient-Aligned Care Teams (PACTs)
11. My HealthVet
12. Systems Redesign

In FY 12, the program will be revised and improved based on evaluation data.

## FAST-FACT

OVER **300** STAFF MEMBERS COMPLETED THE **HPDP SELF-STUDY ORIENTATION PROGRAM** IN FY 2011.

“Extraordinarily useful . . . very thorough . . . extremely helpful . . . outstandingly complete.”

“Excellent program . . . wonderful resource . . . a great reference for anyone working in HPDP!”

“Fantastic learning opportunity . . . would have been clueless without it.”

“Best orientation I’ve seen yet at VA.”

—HBCs and HPDP PMs commenting on the HPDP Self-Study Orientation Program

## TEACH TRAINING METRICS

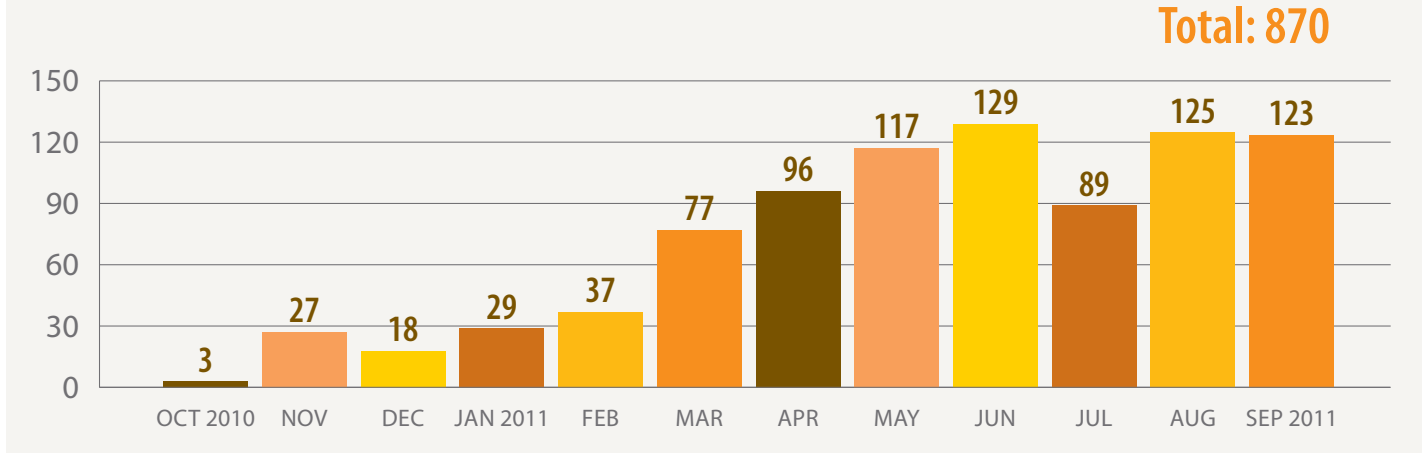
NCP staff helped the field meet the FY 11 *TEACH* Performance Metric of training 20 percent of their facilities' PACT members in *TEACH*.

"Since our hospitalist physicians began doing *TEACH* training about 2–3 years ago, I have seen the number of phone calls with complaints, the number of congressional letters with complaints, and the number of phone calls by the nursing staff to discuss patient complaints decrease by at least 80 percent on the general medicine inpatient wards.

Of course, the reasons for this are multi-factorial, but I do fully feel, having taken the *TEACH* program myself, that the **TEACH program has played a big part** in this marked decrease."

—Chief of Medical Service at Veterans Hospital in VISN 8

## NO. LOCAL TEACH TRAINING PROGRAMS



## CLINICAL REMINDERS AND GUIDANCE

Prevention Policy staff collaborated with VHA's Women Veterans Health Care Group and the National Clinical Reminders Committee to develop revised national clinical reminders on breast cancer screening. The reminders are consistent with new VHA CPS Guidance statement and are currently being tested at three VHA facilities. A clinician-oriented guide for discussing breast cancer screening was also developed.

Preventive Policy staff developed a guidance document to support field implementation of the Preventive Care Program Goal of ensuring that relevant clinical reminders for clinical preventive services are aligned with VHA Guidance Statements for Preventive Services.

"We evaluated the breast cancer screening discussion guide for providers and found it to be **very useful**."

—Field-Based Health Care Provider

"The clinical reminders guidance document has been **extremely helpful** in the field. We've used it to make multiple changes to the reminders to make them more accurate and up-to-date. Having current and evidence-based local clinical reminders means that we're able to **deliver optimal CPS preventive care** to Veterans."

—VISN Informatics Lead

## POLICY, INFORMATIONAL, AND MOTIVATIONAL MATERIALS

NCP staff developed key policy, informational, and motivational materials to support both providers and patients:

- MOVE!® staff updated and revised the VHA's MOVE!® Program Handbook (*MOVE! Weight Management Program for Veterans (MOVE!), 1120.01*), which is the key policy document for the program and clearly established the importance of family participation in MOVE! care.
- HPDP Program staff began revision of the VHA's HPDP Program Handbook *Health Promotion and Disease Prevention Core Program Requirements, 1120.02*, which will be completed and implemented in FY 12.
- MOVE!® staff members continued to disseminate, via Inter- and Intranet, Veterans' MOVE!® success stories to encourage Veterans' participation

## CPS GUIDANCE STATEMENTS

Prevention Policy staff continued to promote high-quality Veteran health care by developing, approving, and posting ten new VHA CPS Guidance Statements.

“NCP **collaborated extensively** with VHA’s Office of Geriatrics and Extended Care to develop **consistent, well-harmonized recommendations** from both offices regarding detection of dementia since routine screening was not backed by sufficient evidence to recommend for or against.”  
—Terri Murphy, R.N., M.S.N., National Program Manager for Prevention Policy

## NEW VHA CPS GUIDANCE STATEMENTS, 2011

Hepatitis C Screening

Chlamydia and Gonorrhea Genital Infection Screening

HIV Screening

Meningococcal Immunization

Screening for Dementia (Insufficient Evidence)

Screening for Hepatitis B

Hepatitis A Immunization

Hepatitis B Immunization

Breast Cancer Screening

Seasonal Influenza Immunization—2011–12

## INFORMATIONAL CALLS AND MEETINGS

VHEI and HPDP Program staff continued to get feedback from, and provide guidance to, clinicians through a schedule of frequent conference calls and meetings.

- VHEI conducted monthly Hotline Calls on VHE topics ranging from guidance on the VHA T21 implementation to using the CPRS Tools for the HLMs.
- HPDP Program staff continued field-outreach and problem-solving efforts with the national prevention leaders by attending and presenting at VISN HPDP Meetings, and providing monthly National HPDP Program Conference Calls/Live Meetings.
- VHEI staff worked with TJC continuous readiness consultant to offer two conference calls to help facilities meet new TJC standards on patient- and family-centered care.
  - VHEI provided the field with the TJC publication, *Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care—A Roadmap for Hospitals*.
  - VHEI will work in FY 12 to assist facilities in meeting TJC standards.

NCP STAFF attended **6** VISN-level HPDP MEETINGS and conducted **12** NATIONAL HPDP PROGRAM CONFERENCE CALLS



An average of **175** PEOPLE participated on each monthly HPDP LIVE MEETING CALL

- Equals over **2,100** PARTICIPANTS in 2011 -



**884** VANTS LINES used by VHEI CALLS

## COMMUNICATIONS MATERIALS

Communications and HPDP Program staff developed and disseminated communication campaign materials to support facility programs in launching local Healthy Living communication campaigns.

“The new HLM campaign is **brilliant** because it takes complex healthy living and behavior topics and breaks them down into a **usable format** for the clinician and patient. Integrating the HLMs into MI training, *TEACH* materials, pocket guides, goal-setting sheets, individual message sheets, and CPRS templates is proof of a well-thought-out plan to get the messages to the field—**NCP has really done its homework!**”

—VHEC and HPDP Program Manager from VISN 23



HLM display at Iowa City VAMC





# Forward-Looking

NCP'S EFFORTS TO PLAN AND DEVELOP FUTURE PROGRAMS AND RESOURCES for both clinicians and Veterans accelerated in FY 11. NCP team members collaborated with VA and non-VA stakeholders and developed additional clinical tools and guidance materials to support and achieve Preventive Care Program goals in FY 12.

## HEALTH RISK ASSESSMENT

In September 2011, a contract was awarded to develop and deploy an online, VA-customized HRA that will allow registered MHV Veteran-users to

- Generate individualized risk profiles
- Receive tailored recommendations for improving health
- Connect with additional health resources
- Get assessment information from the CPRS and share HRA results with PACTs

## COLLABORATION



NCP HPDP Program staff held a face-to-face meeting with 20 VISN HPDP Program Leaders in February to discuss FY 12 goals. NCP Health Behavior Program Leads also gave presentations at regional PACT Collaboratives to deliver training on MI and empowering PACT staff. Prevention Policy staff members collaborated with the key stakeholders in the integrated electronic health record, Joint Immunization Capability Workgroup to develop requirements for a VA-DoD electronic immunization package for both agencies' electronic records.

## VHEC SUPPORT

VHEI staff members continued to support VHECs by providing them:

- Consultation on more effective, patient-centered health education
- VHA initiatives and priorities for VHE
- "How-to" information and success stories for facility VHE programs to use
- Health education tools and resources for Veterans and clinical staff
- Orientation Program that describes VHE programs, services, and products; VHEC roles and functions; mission and strategic initiatives; and monthly conference calls and additional resources

VHEI staff implemented the FY 10 VHE Report, the first VHA-wide assessment of status of VHE programs in the field. VHECs were provided the summaries of the Report data and a User's Guide that recommended ways to

- Identify their facility's strengths and weaknesses
- Better engage VHE Committees
- Assess and use local data to improve local VHE
- Assess and improve relationships between VHE, facility objectives, and VHA strategic initiatives

In FY 12, VHEI will assess facilities' use of the Report, as well as their program growth and development. The Report will also be used to address needs identified by facilities and plan programs and services to enhance VHE in VACO and the field.

## KEY FINDINGS FROM VHE REPORT

### FULL-TIME VHECS ARE MORE LIKELY TO:

- ★ Be involved in helping their facility meet health education standards
- ★ Be involved in VHE needs assessment and strategic planning
- ★ Provide consultation to other program areas or clinical staff
- ★ Serve on key facility committees
- ★ Be involved in a variety of facility-wide activities that support health education
- ★ Use patient/family evaluations to monitor program quality and effectiveness
- ★ Have earmarked funding for VHE in their facilities

## RESOURCES FOR THE FIELD

HPDP Program staff designed a sample facility HPDP Program Committee Charter to help standardize core HPDP Program Committee membership across VHA. A Community Resource Inventory (Environmental Scan) Toolkit was developed and implemented to provide guidance to field HPDP staff on assessing internal and community resources related to the nine HLMs.

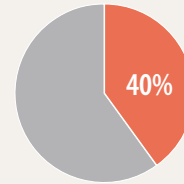
Prevention Practice Program staff members developed and disseminated a number of clinical resources and tools to the field:

- *Clinical Staff Guide to Healthy Living Messages* and *Clinical Staff Guide to Health Coaching*, which was provided to *TEACH* participants
- *My Health Choices* goal-setting tool
- Patient education versions of the nine HLMs
- Healthy Living logos
- Multimedia displays—posters, banners, and vertical displays developed and provided to HPDP PMs

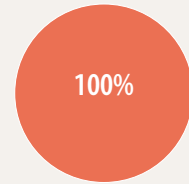
Prevention Practice Program staff members also developed several key clinician-oriented tools that will be released in FY 12:

- Healthy Living Messages CPRS Tools to document clinicians' healthy living discussions with Veterans and follow-up to set health goals.
- Educational materials for setting SMART goals, customizing HLMs at the facility level, and assisting PACT staff in *TEACH/MI* skills, such as “scripting the beginning” and supporting a Veteran-centered communication

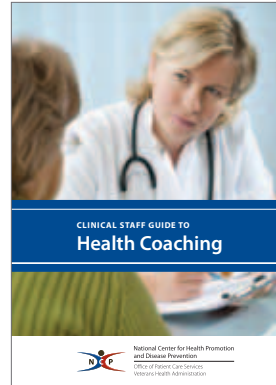
## PERCENTAGE OF VA FACILITIES WITH HPDP COMMITTEES IN PLACE



August 2010



September 2011



*Clinical Staff Guide to Health Coaching*



*Healthy Living electronic bulletin board*

## TELEPHONE LIFESTYLE COACHING PROGRAM

Critical planning, contracting, and building milestones were met for the National TLC Program, which will be launched later in FY 12 to help Veterans set and meet goals for healthier living. As part of these developmental efforts, a pilot TLC program was initiated.

- Contract was awarded to Alere Wellbeing, which provides telephone-based smoking cessation counseling and wellness coaching
- Implementation planning took place and 25 facilities in 5 VISNs agreed to participate
- Key meeting between contractor and pilot sites' points-of-contact occurred in September 2011



*New TLC banner*



# Glossary

<b>CPRS</b>	computerized patient records system	<b>PM</b>	program manager
<b>CPS</b>	Clinical Preventive Services	<b>SMART</b>	<b>S</b> pecific, <b>M</b> easurable, <b>A</b> ction-oriented, <b>R</b> ealistic, and <b>T</b> ime-based
<b>DoD</b>	Department of Defense	<b>SME</b>	subject matter expert
<b>FY</b>	fiscal year	<b>T21</b>	VA Transformation Initiatives
<b>HBC</b>	Health Behavior Coordinator	<b>TEACH</b>	Patient Education: <i>TEACH</i> for Success
<b>HIV</b>	Human immunodeficiency virus	<b>TJC</b>	The Joint Commission
<b>HLMs</b>	Healthy Living Messages	<b>TLC</b>	Telephone Lifestyle Coaching
<b>HPDP</b>	Health Promotion/Disease Prevention	<b>VA</b>	Department of Veterans Affairs
<b>HRA</b>	health risk assessment	<b>VACO</b>	VA Central Office
<b>MHV</b>	My HealthVet	<b>VHA</b>	Veterans Health Administration
<b>MI</b>	Motivational Interviewing	<b>VHEC</b>	Veterans Health Education Coordinator
<b>MOVE!®</b>	MOVE!® Weight Management Program for Veterans	<b>VHEI</b>	Office of Veterans Health Education and Information, NCP
<b>NCP</b>	VHA National Center for Health Promotion and Disease Prevention	<b>VHL</b>	Veterans Health Library
<b>PACT</b>	Patient—Aligned Care Team	<b>VISN</b>	Veterans Integrated Service Network

**NATIONAL CENTER FOR HEALTH PROMOTION AND DISEASE PREVENTION (NCP)** is a field-based national program office of the Office of Patient Care Services that strives to improve the quality of life for Veterans by providing VA clinicians evidence-based health care practices.

We are

- Results-Oriented
- Veteran- and Clinician-Centric
- Forward-Looking

Our programs highlight the VA's **Integrity, Commitment, Advocacy, Respect, and Excellence (ICARE)** and we

- Are committed, prepared, and equipped to meet the health care needs of Veterans and caregivers
- Strive for excellence in our work, products, and services for Veterans and caregivers
- Foster teamwork and innovation to achieve our mission for Veterans
- Communicate effectively in a professional, timely, thorough, and succinct manner

### **NCP VISION**

An all-encompassing culture of health promotion and disease prevention throughout the continuum of care that supports Veterans in achieving optimal health and well-being.

### **NCP MISSION**

NCP advocates for health promotion, disease prevention, and health education. NCP advises VHA leadership on evidence-based health promotion and disease prevention policy. NCP provides programs, education, resources, coordination, guidance, and oversight for the field to enhance health, well-being, and quality of life for Veterans. To accomplish this mission, NCP partners with colleagues within and outside VHA.



## *Keeping Veterans Well and Well-informed*



**VA** | Defining  
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in the 21st Century



Linda S. Kinsinger, M.D., M.P.H.  
Chief Consultant for Preventive Medicine

National Center for Health Promotion and Disease Prevention  
Office of Patient Care Services  
Veterans Health Administration  
Suite 200  
3022 Croasdaile Drive  
Durham, NC 27705