

# Iowa FFY 2025 PHHS Block Grant

## Executive Summary

The Preventive Health & Health Services (PHHS) Block Grant allows Iowa to use dollars where and when we need them to protect the public's health. The grant gives Iowa Department of Health and Human Services (Iowa HHS) flexibility and control to address the state's priority health needs.

Iowa's PHHS Block Grant program designs and implements a variety of projects that address innovative approaches to meeting emerging, critical and current public health needs, supporting infrastructure and capacity-building needs, providing gap-filling support in essential services and identifying innovative strategies for addressing Iowa's health disparities. All project activities supported by the PHHS Block Grant must be related to achieving Healthy People 2030 objectives.

Summary of Federal Fiscal Year (FFY) 2025 PHHS Block Grant Allocations	
Iowa HHS Program Title	FFY 2025 Funding
Emergency and Trauma Services (+ Stroke Registry Licensing Fee)	\$725,025
Sexual Violence Prevention ( <i>mandatory set-aside</i> )	\$66,603
Infant Sleep-Related Death Prevention	\$100,590
Child Mortality Review & Coordination	\$239,500
Cancer Prevention	\$235,900
Obesity Prevention	\$235,900
Administrative Costs + Block Grant Coordinator/Grants Administrator	\$281,676
<b>Total Award</b>	<b>\$1,885,194</b>

### Program Purpose Statements

#### Emergency and Trauma Services

Iowa HHS Bureau of Emergency Medical and Trauma Services (BEMTS) will use PHHS Block Grant funds for regional field staff to provide education, ongoing technical assistance, monitoring and support to the state's 901 EMS service program locations and 121 trauma centers. System development initiatives include the implementation of minimum standards for EMS systems, quality improvement initiatives and support of the State Stroke Registry from agency-specific recommendations from the Trauma System Advisory Council, data collection and submission, EMS regulation and the EMS Advisory Council.

## Sexual Violence Prevention

Funds will be used by the Iowa Coalition Against Sexual Assault (IowaCASA) to support the coordination of sexual assault services, prevention and resources in Iowa. IowaCASA will use Block Grant funds to provide prevention services and education to key impacted communities, to mitigate the health impact of sexual violence in these communities. At the same time, Block Grant funds will also be used to increase the capacity of local service providers to better link services with prevention efforts for programs across the state. Applying data to practice, these funds will enable IowaCASA to address health equity by partnering with youth-serving organizations to increase protective factors which protect against the perpetration of violence. IowaCASA will conduct environmental scans and/or policy/protocol audits for the organizations to identify opportunities for ingraining sex offense prevention practices at an organizational level.

## Infant Sleep-Related Death Prevention

The Infant Sleep-Related Death Prevention Initiative aims to increase safe sleep practices among caregivers of infants in Iowa. The project will engage multiple divisions within Iowa HHS, along with the Iowa SIDS Foundation, Des Moines University and the Iowa Chapter of the American Academy of Pediatrics. These entities will collaborate to create new, improved programmatic materials with uniform, consistent messaging for safe sleep promotion. Messaging will include a safe sleep public awareness campaign and enhanced educational opportunities for medical students and healthcare professionals about effective communication when discussing infant safe sleep with patients. Safe sleep risk reduction items (e.g. pack 'n plays, sleep sacks) will also be provided to Iowa families who are unable to access or obtain them through other means. Outreach and educational materials will be designed to address Iowa families' needs. Materials will be designed based on results from an infant safe sleep study supported by the PHHS Block Grant in FFY 2024 that examined caregiver decision-making and behaviors related to infant sleep environments.

## Child Mortality Review & Coordination

Iowa HHS will use PHHS Block Grant funds to equip Iowa's Child Death Review (CDR) Subcommittee of the newly-established State Mortality Review Committee (SMRC) with the resources, tools and processes needed to provide high quality recommendations for child death review and mortality prevention in the state. This initiative will maintain staffing capacity for coordination and support of the CDR. The SMRC combines three formerly separate mortality review teams (Maternal Mortality Review Committee, Domestic Abuse Death Review Team and the CDR).

PHHS Block Grant funds will support Iowa HHS efforts to streamline review processes, increase collaboration across mortality reviews and bring together review findings and recommendations in a comprehensive annual report. The report will illustrate the current mortality landscape and provide a clear set of evidence-based recommendations for use by both internal and external Iowa HHS stakeholders.

## Cancer Prevention

Iowa HHS Division of Public Health will continue the cancer prevention program initiated in FFY 2024 with PHHS Block Grant support. The program will continue to focus on lowering the overall cancer incidence rate in Iowa. Qualitative and quantitative data collected during the first year of the program will enhance efforts to support strategies and activities within Iowa HHS that focus on cancer risk factors. The program will continue to implement focused primary and secondary cancer prevention and risk-reduction strategies related to alcohol use, lung cancer screening, and obesity. Embracing a Data-to-Action framework, Iowa HHS will contract with the Iowa Cancer Registry to provide actionable data through the additional analysis of collected data related to Iowa's high cancer incidence rate and potential causative factors. This analysis will be shared through a series of reports and informational briefs. Five questions will be added to the 2026 Iowa HHS Behavioral Risk Factor Surveillance System (BRFSS) survey to assess cancer prevention knowledge and behaviors. Data collected from the survey will inform future cancer prevention and risk-reduction strategies.

## Obesity Prevention

Iowa HHS will initiate a new investment in obesity prevention activities with a focus on Iowa children and families. This new approach will concentrate on better understanding Iowa-specific data, developing a new educational program in partnership with IA HHS Women, Infants and Children (WIC) and Title V Maternal and Child Health (MCH) programs, and providing funding to local communities to expand policy, system and environmental (PSE) efforts and changes that support both obesity and cancer prevention efforts. Iowa HHS will enhance prevention activities for a more collaborative, multi-sector approach that ensures root causes are addressed comprehensively rather than in isolation. PSE efforts will focus on building local capacity to support families in healthy eating and active living. New strategies will specifically focus on children and families, empowering them with early intervention practices to create and sustain lifelong healthy habits and behaviors.