



Community and Practice Research (CPR) Program
NEWSLETTER
www.octri.org/cpr

OCTRI Mission

Improve human health by enhancing clinical and translational research.

CPR Objective

Extend clinical and public health research beyond the walls of academia into the community and community-based practices.

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Message from the Director

Richard A. Deyo, MD, MPH

In this newsletter we profile the evolution of the *Nutrition World* interactive health exhibit (featured in our very first newsletter, 2008) into *Let's Get Healthy!* The exhibit has been enormously popular with the public, prompting numerous requests for its display at health fairs, schools, and other venues throughout Oregon. As you'll see, the exhibit's range of educational components and data collection has expanded enormously in 2 years, thanks in part to a competitive OCTRI supplement prepared with Dr. Jackie Shannon's leadership. The program has also grown from exhibits in the Portland metro area to widely dispersed communities throughout the state, and most recently to the nation's capitol! The activities of *Let's Get Healthy!* help to address CPR's programmatic goals of building alliances between communities and researchers to foster public trust and engagement, increasing the public's understanding of the importance of health research, and creating opportunities for research in underrepresented

populations. We are particularly proud that *Let's Get Healthy!* was recently invited to represent the National Institute of Research Resources (NCRR) at the inaugural USA Science and Engineering Festival on the National Mall in Washington, DC.

Also with this issue, we welcome Susan Aromaa to the CPR team. Susan is assuming the Research Coordinator role vacated by Erika Cottrell, who has completed her PhD, and is moving on to a career-development award in comparative effectiveness research. Susan comes with a Master's degree in Mass Communication from Boston University, where she has most recently worked on projects concerning drug and alcohol addiction, largely with support from the Robert Wood Johnson Foundation. Our hearty welcome to Susan, and congratulations to Erika! We're expecting our program to thrive and grow with Susan's guidance.



OHSU Represents NIH in Washington D.C.

Let's Get Healthy! selected to be NCRR's public face of research at 1st inaugural USA Science & Engineering Festival

iA mejorar nuestra salud! The 1st inaugural USA Science & Engineering Festival drew 500,000 people to Washington D.C. on October 23rd and 24th. Attendees visited 1,500 booths related to all aspects of science, health and engineering. (continued on page 2)



(continued from page 1)

The National Institutes of Health (NIH)'s National Center for Research Resources (NCRR) awarded OHSU with a federal grant to bring *Let's Get Healthy!* to the event to be the public face of human research at the NCRR booth.

Let's Get Healthy! is an interactive education and research exhibit from OHSU's Health Discoveries Program, funded by CROET and OC-TRI, which allows the public to learn about their health while anonymously contributing to research. *Let's Get Healthy!*'s sleep and body composition stations travelled to the Festival to illustrate how linked population data can advance research. The exhibit was staffed by co-creators, Drs. Jackilen Shannon and Jon Purnell, Associate Director Dr. Lisa Marriott and programmer Stephano Cetola. Approximately 2000 people went through the two-day exhibit to learn about their health. *Let's Get Healthy!*'s travelling exhibits about nutrition are currently being featured on display at NIH's Visitor Center.



OHSU representatives Jackilen Shannon, Lisa Marriott, Jon Purnell and Stephano Cetola travelled to Washington, D.C., to be the public face of NCRR at the USA Science & Engineering Festival.



Stephano Cetola and Jackilen Shannon greet visitors to the *Let's Get Healthy!* Booth in Washington, D.C.

***Let's Get Healthy!* Helps Oregon Teachers**

Recent budget cuts have resulted in the elimination of many health teachers, especially at the middle school level. *Let's Get Healthy!* created a curriculum based on their health fairs that help schools meet Oregon's state standards for health. The curriculum has already been used by several schools. For instance, it was adopted district-wide by the St. Helens school board.

From Nutrition World to *Let's Get Healthy!*

Program Description and Background: The OHSU Health Discoveries Program hosts an interactive health exhibit developed by researchers at Oregon Health & Science University (OHSU). Originally titled “Nutrition World”, the exhibit debuted for 2 weeks in 2007 at the Oregon Museum of Science and Industry (OMSI) in Portland, in conjunction with the museum’s Body Worlds 3 exhibit. The exhibit educates the public about relationships among diet, weight and chronic disease; introduces attendees to biomedical research; and invites them to become research participants.

As research participants, attendees learn about the quality of their diets, biomarkers of health and their body composition, while contributing their genetic, diet and body composition data to an anonymous population database. Investigators are able to use the database to study eating habits, body size, lipid and glucose levels and genetic profiles. The exhibit emphasizes the role of the NIH in sponsoring this and similar research. Nutrition World proved enormously popular with the public, prompting requests to reproduce the exhibit at health fairs, schools, and other venues. In addition, numerous requests to address other health issues (e.g. sleep, physical activity and diseases such as cancer) prompted the exhibit name to change to “*Let's Get Healthy!*” so that the fair topics can expand beyond nutrition should the community request it. The “*Let's Get Healthy!*” community exhibit is now housed within the **Health Discoveries Program**, a program designed to support research, data collection and data analysis activities resulting from the implementation of “*Let's Get Healthy!*”.

The research and educational value of the “*Let's Get Healthy!*” exhibit is a result of the vital roles played by OCTRI and the Science Education Partnership Award (SEPA) program in developing and promoting the exhibit. As a result, both OCTRI and SEPA programs at OHSU were recently awarded two NIH administrative supplement grants to take “*Let's Get Healthy!*” to rural Oregon communities over the next two years. Further, these grants support community engagement, NIH research, and health education as we build on the partnership among NCCR-funded programs (OCTRI, SEPA at OHSU, and OMSI), the OSU School of Pharmacy, and add two new partners — Oregon Area Health Education Centers (AHECs) and the Oregon Rural Practice-based Research Network (ORPRN). These new collaborations with ORPRN and AHEC permitted the development of creative ways to bring the “*Let's Get Healthy!*” exhibit to the rural communities in its membership, and to allow for direct community access to resulting data — in both community venues and medical facilities — thereby, serving the interests of the communities, OCTRI and OMSI investigators.

Participation at the sleep and lifestyle survey stations



“Science Spotlight” Profiles Researchers

At the *Let's Get Healthy!* exhibit, participants learn about how the data collected from their visit will be used by researchers. *Science Spotlight* handouts, which profile different scientists using the data, explain how information taken at the different stations is helping them understand health problems.

WHAT'S THE BIG IDEA?

*Dr. Lloyd is studying metabolic syndrome, which includes obesity, fatty liver disease, hypertension and type 2 diabetes.

*He is interested how genetic predisposition relates to metabolic syndrome symptoms.

How your information is helping Dr. R. Stephen Lloyd

What's Your Role?

Information taken at the demographics, body composition, and salivary sample stations will help scientists learn more about the mechanisms of metabolic syndrome.

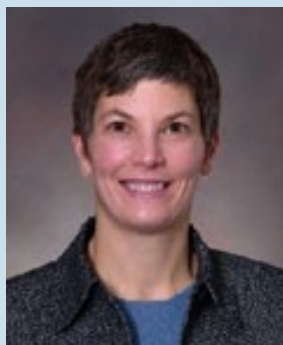
Dr. Lloyd is specifically interested in the role that reactive oxygen species (ROS) play in the disease.



How your information is helping Dr. Lynn Marshall

What's Your Role?

Dr. Marshall will explore the genetic components of knee osteoarthritis by using data from the demographics, body composition, salivary sample, and knee health stations.



WHAT'S THE BIG IDEA?

*Dr. Marshall is studying knee injury and osteoarthritis (OA) in the community.

*Knee problems are common in the U.S. and are linked to being overweight or obese.

WHAT'S THE BIG IDEA?

*Dr. Raber is researching impulsivity and decision making.

*He is specifically interested in the role of impulsivity in eating behavior and obesity.

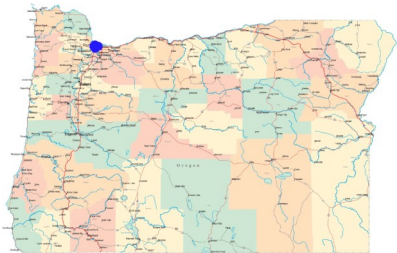
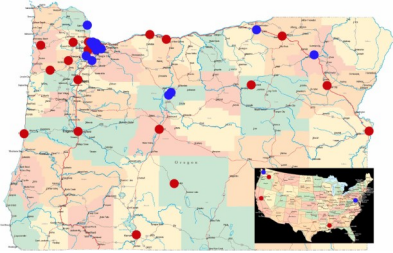
How your information is helping Dr. Jacob Raber

What's Your Role?

Dr. Raber will use information from the diet, body composition, blood chemistry, and memory test stations to study melanocortin-4, which has been shown to affect both impulsivity and obesity.

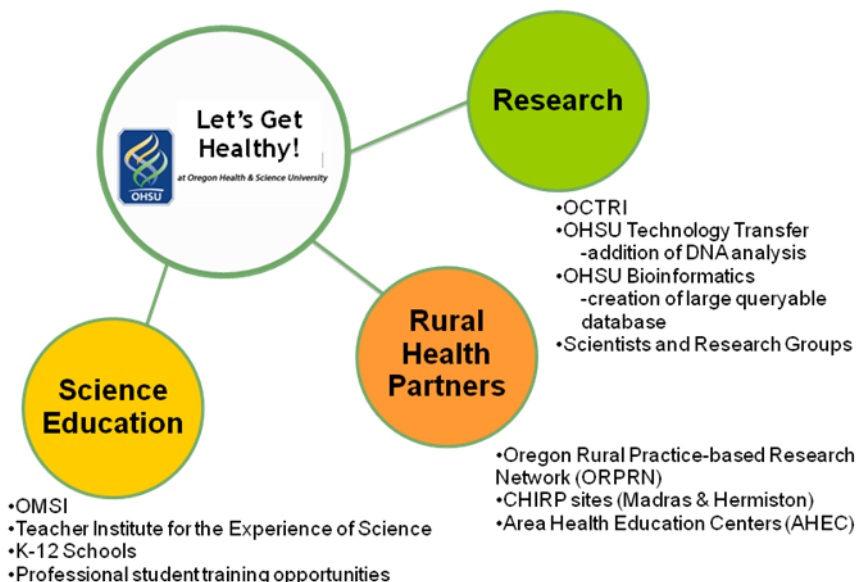


How has *Let's Get Healthy!* changed?

		Originally 2007-2008	Now 2009-2010
Number of Fairs	4		20 (+ 3 exhibit loans and 38 additional requests)
Location	All metro		Metro + Rural, OR; 2 national fairs (blue: fairs; red: requests) 
Stations Included	4 (+1 part-time)		8 full-time (+12 optional add-on exhibits) (+19 optional add-on modules)
Scope of Project	Basic education and data collection		Education with curriculum, data collection and DNA analysis, queryable research data for projects
Partners	1 (OCTRI)		9+
Employees	0		3 (2 full-time; 1 part-time)
Volunteers	~15		296 registered professional and community-based volunteers
Collaborators	0		18 External 15 Internal
Research Participants	2759		7150
Publications	1		10
Grants	0		8 external and internal grants (\$1.3M), 3 pending (\$1.57M)

Collaborations

Let's Get Healthy! Core Partners



External Collaborations

Other Science Education Partnership Award (SEPA) Programs

- East Carolina University (Melani W. Duffrin, Ph.D., R.D., L.D.N.; FoodMASTER Director)
- Columbia University (Isobel Contento, Ph.D. & Pamela Koch, Ph.D.)
- West Virginia University (Ann Chester, Ph.D.)
- University of California, Davis (Marco Molinaro, Ph.D.)
- Oregon Museum of Science & Industry (Marilyn Johnson, Ph.D.)

Other Clinical and Translational Service Award (CTSA) Programs

- University of California, Davis (Marco Molinaro, Ph.D.)

Other External Programs

- Union County (UC) Fit Kids
- Kids@Heart – education only
- Mosaic Medical – education only about low cost healthcare
- Community Health Improvement Partnerships (CHIPs) – education and research
- Department of Human Services – Healthy Kids – Education about free and low-cost health insurance
- Oregon Pacific Area Health Education Center – Education about digestive health
- Cascades East Area Health Education Center – Education about teacher materials
- Oregon State University Extension Office – Education about healthy eating
- Mississippi Community (J. File)
- Portland State University (Pre-Med and Pre-Nursing programs)
- Oregon State University (Pre-Med program)
- Portland Community College (Biology)

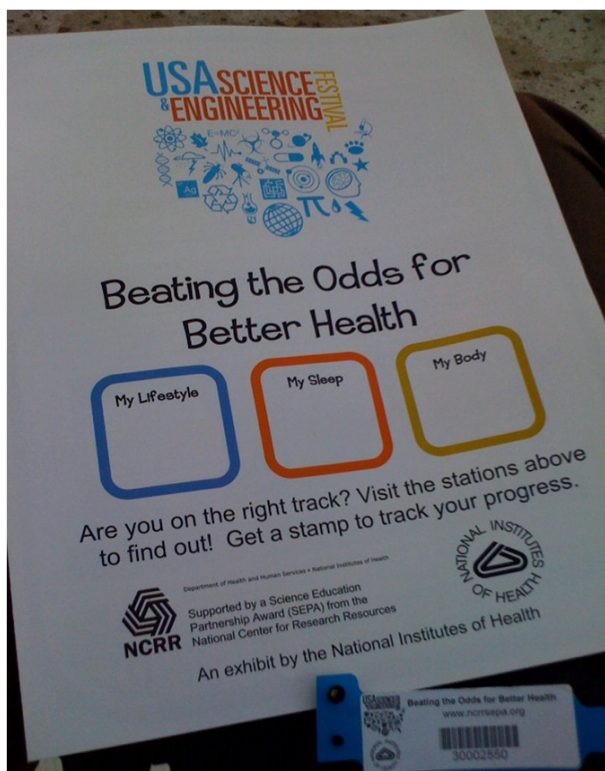
Collaborations, cont.

Internal Collaborations

- OHSU Center for Research on Occupational and Environmental Toxicology
- OHSU Office of Science Education Opportunities
- OHSU/Oregon State University School of Pharmacy
- OHSU Heart Research Center
- OHSU Knight Cancer Institute
- Oregon Rural Practice-based Research Network (ORPRN)
- OHSU Orthopaedics and Rehabilitation Department
- OHSU Methamphetamine Abuse Research Center (MARC)
- OHSU Portland Alcohol Research Center (PARC)
- OHSU Behavioral Neuroscience (Raber Lab)
- Portland Area Health Education Center
- OHSU Think First Program
- OHSU Public Health and Preventative Medicine Program
- OHSU Dietetic Intern Program
- OHSU Radiation Therapy Program
- OHSU Technology Transfer
- OHSU Bioinformatics



Let's Get Healthy!'s exhibit to represent human research at the USA Science & Engineering Festival in Washington, D.C.



Government Attendance

- US Senator Ron Wyden's Office (Fritz Graham) – St Helens, OR Fair on March 12, 2010

Let's Get Healthy!'s handout and wristband. Are you on the right track?

***Let's Get Healthy!* Exhibit and Health Fair**

Stations

1. Entry Kiosk (assent, obtain ID bracelet, assent)
2. Diet Assessment
3. Body Composition (height, weight, waist circumference, BMI, % body fat)
4. Blood Chemistry (lipids, non-fasting glucose, triglycerides)
5. Sleep Assessment
6. Cancer Risk Behaviors (partnership with Knight Cancer Institute)
7. Genetics (mouthwash swish for DNA research)
8. Evaluation and Data Entry

Optional Add-on OMSI Exhibits

In collaboration with OMSI, we are creating 12 travelling exhibits related to healthy eating and physical activity that can travel with the health fair. As of December 2010, eight have been created and tested at several fairs. Two of these exhibits are currently on loan to the National Institutes of Health's Visitor Center.

Optional Add -on Module Requests

Let's Get Healthy! collaborates with several OHSU researchers and regional educational groups to bring additional research and educational options to the public. All of these requests are vetted by our advisory board and the local community in order to attend.

1. OHSU Orthopaedics and Rehabilitation Department – education and linked data collection
2. OHSU Methamphetamine Abuse Research Center (MARC) – education and linked data collection
3. OHSU Portland Alcohol Research Center (PARC) – education only
4. OHSU Behavioral Neuroscience (Raber Lab) – learning research and education
5. OHSU Center for Research on Occupational and Environmental Toxicology – education only
6. St Helens Police Department – education only on bicycle safety
7. Union County (UC) Fit Kids – education only
8. Kids@Heart – education only
9. Mosaic Medical – education only about low cost healthcare
10. Community Health Improvement Partnership (CHIP) – education and research
11. Madras Food Assessment Group – education about food choices
12. Department of Human Services – Healthy Kids – Education only about free and low-cost health insurance
13. Oregon Pacific Area Health Education Center – Education about digestive health (approved 2/2010)
14. Cascades East Area Health Education Center – Education about teacher materials (approved 3/2010)
15. Oregon State University Extension Office – Education about healthy eating (approved 4/2010)

Sources of Let's Get Healthy! Volunteers (n = 296 registered volunteers)

1. OHSU programs: PHPM, Radiation Therapy, Dietetic Intern, Physician Assistant, School of Nursing, etc.
2. Portland State University Pre-Med and Pre-Nursing programs
3. OHSU/Oregon State University School of Pharmacy
4. Oregon State University Pre-Med program
5. PCC – various health-related courses
6. Linfield College – Nursing
7. Local communities hosting the fair: includes parents and community members

Let's Get Healthy! Publications

Multimedia Publications

- Wong, S. and Dlugas, L. (2010). Let's Get Healthy! 2 minute video. United States: Oregon Health & Science University Educational Communications. (tinyurl.com/39k6mpb)

Radio Broadcasts

- Wellness Wednesday [Interview with Lisa Marriott]. KOHU (AM 1360) and KQFM (99.3 FM). Ran Wednesdays from August 25th, 2010-September 25th, 2010. Hermiston, OR.
- [Live Interview with Lisa Marriott]. KOHU (AM 1360) and KQFM (99.3 FM). September 23rd, 2010 at 8:45 AM. Hermiston, OR.

Selected Newspaper Articles (of 11 since April 2010)

- Lee, D.S.W. (2010, April 23). Madras High hosting free OHSU health fair. *Bend Bulletin*. Retrieved April 26, 2010 from www.bendbulletin.com.
- Gill, H.M. (2010, April 29). OHSU Health Fair Brings Awareness. *Madras Pioneer*. Retrieved April 29, 2010 from www.madraspioneer.com.
- Anonymous. (2010, April 23). OHSU offers free health fair Saturday. *Madras Pioneer*. Retrieved April 26, 2010 from www.madraspioneer.com.
- Gill, H.M. (2010, April 29). OHSU Health Fair Brings Awareness. *Madras Pioneer*. Retrieved April 29, 2010 from www.madraspioneer.com.
- Malgesini, T. (2010, September 24). Health fair highlights fitness, fun: OHSU brings research exhibit to town. *East Oregonian*. Retrieved November 29, 2010 from www.eastoregonian.com/community/article_fd0965d4-c815-11df-88e8-001cc4c03286.html.
- Colton, J. (2010, September 29). Family health day doubles last year turnout. *Hermiston Herald*. Retrieved November 29, 2010 from www.hermistonherald.com/news/article_777321f4-cc1a-11df-bd4c-001cc4c03286.html?mode=story.
- Mason, D. (2010, October 8). 'Let's Get Healthy' exhibit stops in LaGrande. *The LaGrande Observer*. Retrieved October 10, 2010 from www.lagrandeobserver.com.
- Ericson, C. (2010, November 25). West Linn-Wilsonville School District partners with OHSU to present Let's Get Healthy middle school fairs. *Oregonian*. Retrieved November 29, 2010 from www.oregonlive.com/west-linn/index.ssf/2010/11/west_linn-wilsonville_ohsu_lets_get_healthy.html.

Selected Newsletter Articles (of 9 since March 2010)

- Oregon Department of Education, Oregon Science Teacher Update. (2010, March 6). *Let's Get Healthy! Community Health Fair*. Page 4. Retrieved March 24, 2010 from Oregon Department of Education: www.ode.state.or.us.
- Center for Research and Occupational Toxicology Newsletter 2010, Sept. 1), Vol 19 (1).
- Knight Cancer Institute Staff News (2010, October 1).

Let's Get Healthy!'s entry kiosk for the exhibit. The exhibit was called "Beating the Odds for Better Health" since it was in collaboration with West Virginia University.



NEWS | EVENTS | HONORS

CPR member **Robert Lowe**, Professor in the Department of Emergency Medicine, Department of Public Health & Preventive Medicine, and Department of Medical Informatics and Clinical Epidemiology, along with Central City Concern (CCC) and Portland State University, received a one-year, \$400,000 grant from the National Institute on Drug Abuse (NIDA). CCC provides healthcare, housing, employment and comprehensive recovery support to over 13,000 highly vulnerable Portland-area residents each year. This grant will enable OHSU, CCC, and PSU to create partnerships and infrastructure for research addressing social determinants of health, the impact of social and environmental interventions on the management of chronic behavioral and medical illnesses, and other strategies to improve outcomes for CCC's client population. Additionally, the groups will build upon CCC's existing electronic data system in order to integrate service and outcome measures across medical, housing, criminal behavior, addiction/recovery, mental health, and employment.

John Saultz, Professor and Chairman of the Department of Family Medicine, in partnership with **KPCHR**, and **OCHIN** has received a three-year, \$2 million Community Health Applied Research Network (CHARN) grant from NIH and the National Library of Medicine. The project, Collaborative Research Efforts at Translating Evidence and building Community Capacity (CREATE Community Capacity), will formally partner researchers at OHSU and OCHIN, enabling OCHIN's community-based health centers to directly inform and benefit from research designed to determine how changes in clinical practice influence health outcomes in uninsured and underserved populations. Through this partnership, OHSU, KPCHR, and OCHIN will create a transfer of research knowledge and expertise that ensures the development of a unique and sustainable infrastructure to support OCHIN's involvement as a partner in community research activities.

OHSU physician **Jennifer DeVoe, M.D., DPhil**, and Kaiser Permanente Center for Health Research epidemiologist Rachel Gold, Ph.D., M.P.H., were awarded a \$2 million federal grant from the Agency for Healthcare Research & Quality (AHRQ), which was seeded by a \$30,000 **OCTRI pilot award**. The researchers will use the **OCHIN** dataset to look at how insurance instability among parents affects children's access to health insurance and healthcare services. Specifically, they will study the impact of the 2008 Oregon Health Plan "lottery", through which some eligible Oregon residents were randomly selected to receive public coverage. They will look at patterns in the use of health care services among children of parents who randomly gained coverage in the lottery, versus those who did not.¹

The Knight Cancer Institute in collaboration with **Jackilen Shannon, PhD**, and Lisa Marriott, PhD, received a \$200,000 grant from the National Cancer Institute to fund a new Community Health Educator (CHE) that will target underserved rural populations. The CHE will collaborate with Shannon and her research team to develop and test cancer education modules that will augment *Let's Get Healthy!* in rural settings.

¹ Adapted from *Planting the Seeds for Successful Healthcare Research* by Dana Foley, CHR

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NEWS | EVENTS | HONORS cont'd.

SELECTED PUBLICATIONS BY CPR MEMBERS

Fagnan LJ, Dorr D, **Davis M**, Mahler J, Michaels L, **McGinnis P**. Turning on the Care Coordination Switch in Rural Primary Care: Voices from the Practices—Clinician Champions, Clinician Partners, Administrators, and Nurse Care Managers. *The Journal of Ambulatory Care Management*. Accepted.

Findholt NE, Michael Y, **Davis M**, Brogoitti VW. Environmental Influences on Children's Physical Activity and Diets in Rural Oregon: Results of a Youth Photovoice Project. *The Online Journal of Rural Nursing and Health Care*. In press.

Findholt N, Michael Y, **Davis M**. Photovoice Engages Rural Youth in Childhood Obesity Prevention. *Public Health Nursing*. In press.

Hickner J, Zafar A, Kuo GM, **Fagnan LJ**, et al. Results of a Field Test of a New Ambulatory Medication Error and Adverse Drug Event Reporting System, MEAD-ERS. *Annals of Family Medicine*. November/December 2010; 8 (4).

Hartung DM, Evans D, Haxby DG, Kraemer DF, Andeen G, **Fagnan LJ**. Effect of Drug Sample Removal on Prescribing in a Family Practice Clinic. *Ann Fam Med*. 2010; 8: 402-9.

SELECTED PRESENTATIONS BY CPR MEMBERS

L.J. Fagnan, Melinda Davis, Nancy Rollins, & Paul McGinnis (ORPRN) presented Medical Office Survey on Patient Safety (MOSOPS) to the **26th Annual Oregon Rural Health Conference**, Sept 23-25, 2010.

LJ Fagnan presented Practice-Based Research Networks (PBRNs)—Exploring Research Opportunities in the Patient Centered Medical Home (PCMH) & Quality Improvement and Lessons from a Successful Well Established PBRN to the Arkansas Translational Research Network, University of Arkansas for Medical Sciences. October 14, 2010.

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