Application

FY26 Iowa Cancer Plan Implementation Grant Cycle

Iowa Cancer Consortium
www.canceriowa.org

Applicant Information:

Name of Project Lead: Kelli Gerdes
Project Lead Email Address: kgerdes@cghealth.com
Project Lead Phone Number: 641-421-9312
Organization: Cerro Gordo County Department of Public Health
Street Address: 2570 4th St. SW, STE #1
City: Mason City
Zip Code: 50401

Project Details:

Project Title: CANcer BE PREVENTED (Cancer can be prevented)
Total Amount of Funds Requested for FY26 (up to $25,000): $25,000

Provide a brief description of your intended project and any relevant background information about your organization. *(Suggested: 1,000 words or less.)*

Project Description

With support from the Iowa Cancer Plan Implementation grant, CG Public Health will expand its cancer prevention efforts through a comprehensive lifestyle behavior prevention campaign. This campaign will focus on the connections between lifestyle behaviors and increased cancer risk. By educating the public and engaging stakeholders through targeted advocacy and education, our project will empower individuals to make healthier choices while advancing policy changes that support cancer prevention statewide.

Our campaign will center around four primary behavioral risk factors: alcohol consumption, tobacco use (including secondhand smoke exposure), physical inactivity, and poor nutrition. Drawing from the most recent Iowa Cancer Report and county-level data, we will tailor evidence-based messaging to resonate with our local population. Campaign components will include social media outreach, community-based education, and integration with local events, using plain language and culturally appropriate materials to improve accessibility and relevance.

In addition to public education, we recognize the importance of policy and systems change in reducing the cancer burden. We will leverage our local cancer coalition networks, our local Drug Free Communities coalition and community partnerships to advocate for local priorities identified in the Iowa Cancer Plan. Our advocacy will focus on strengthening radon testing and mitigation; supporting policy efforts to offer continued protections against secondhand smoke; promoting broader insurance coverage for preventive breast cancer

screening services such as MRI for high-risk populations; and reducing the burden of excessive alcohol consumption by highlighting the link between alcohol consumption and increased cancer risk, and advocating for local alcohol-density ordinances.

Our advocacy strategy will include hosting roundtables with local and regional leaders including policy makers to discuss these priorities and share real-world stories of impact. We also plan to host North Iowa Day on the Hill at the Iowa State Capitol, where residents, cancer survivors, and coalition members can engage directly with legislators and stakeholders during session to promote cancer prevention measures. In addition, we will lean into our local DFC coalition to continue to advocate for local ordinance changes as well.

Ultimately, our goal is to increase general awareness about how Iowans can reduce their cancer risk through both personal choices and systemic improvements, and to ensure that every community, regardless of geography or income, has access to the resources and environments that support a healthier future.

As the largest city in the county, Mason City serves as a regional hub for healthcare, employment, shopping, and social services, drawing residents from surrounding rural communities. According to the U.S. Census Bureau, Mason City experiences an 18.9% increase in daytime population, indicating that a significant number of people from neighboring counties regularly travel to the area for work and services. This positioning allows our messaging to extend beyond Cerro Gordo, influencing a larger geographic region in North Iowa. Implementing a comprehensive media strategy can effectively reach local residents and individuals from neighboring counties who regularly engage with Cerro Gordo County's services and infrastructure.

Organizational Background

The Cerro Gordo County Department of Public Health, established in 1990, has evolved significantly over the past 35 years to meet the diverse needs of its community. Initially offering only public health nursing services, the department now provides over 40 programs and services including more traditional public health services like home care and immunizations along with educating at risk students, housing rehabilitation, private well testing, restaurant inspections, cancer screenings, mental health training, tobacco prevention, sexual health programming and more. CG Public Health serves as the local public health department for Cerro Gordo County, Iowa, with a mission to support the health of all residents through prevention, promotion, and protection. The department has excelled in grant management, securing funding to support various public health initiatives. Our ability to effectively manage and utilize these grants has been instrumental in enhancing the health and well-being of Cerro Gordo County residents. As a PHAB-accredited health department, we are committed to upholding the highest standards in delivering public health services, ensuring quality, accessibility, and effectiveness in all our programs.

How many individuals in Iowa do you expect to reach through your project?

We anticipate reaching approximately 20,000 adults in Cerro Gordo County through marketing and public education. Given Mason City's role as a regional hub, we expect additional indirect reach into neighboring counties.

If our advocacy efforts are successful and cancer-related legislation is passed the potential impact could extend statewide. These policy changes have the capacity to benefit all Iowans, reaching an estimated 3 million residents.

In which Iowa counties do you expect to reach people through your project?
Primary project efforts will focus on Cerro Gordo County and expect to reach individuals from surrounding counties who regularly travel to the area. Many of these individuals are likely to encounter our media campaign through social media, radio, billboards, or other outreach efforts. We anticipate the project's reach to extend beyond Cerro Gordo and into the broader North Iowa region with our advocacy efforts.

Please describe how your project addresses one or more of these priority areas: *(Suggested: 1,000 words or less.)*

- Addressing cancer disparities across the cancer continuum.
- **Addressing cancer prevention and/or early detection**.
- Expanding successful local projects statewide in Iowa.
- **Formalizing lasting and broad change in cancer control through policy and systems change within organizations, systems, and communities. (Funds may not be used for lobbying.)**

Our project is aligned with the priority areas of cancer prevention, early detection, and policy change. Focusing on education and advocacy allows us to address both individual behaviors and systemic factors that contribute to cancer risk in Iowa, ultimately creating sustainable changes in how our Iowa Cancer Plan is implemented.

Addressing Cancer Prevention and Early Detection
Our media campaign will address cancer prevention by providing targeted outreach and educating the public on the link between lifestyle factors and cancer risk, including alcohol consumption, tobacco use, poor diet, and lack of physical activity. The campaign will be pinpointed to a target audience for each initiative, customized, and will deliver evidence-based prevention messages, using multiple outreach channels, utilizing local and county-specific data from the Iowa Cancer Report to make the information as relevant and impactful as possible. Our goal is to reduce the incidence of cancers that can be prevented through lifestyle change by targeting these modifiable behaviors.

Additionally, we will promote the importance of preventative screenings, and advocate for expanded access to screenings, particularly for breast cancer. Messaging will include scientifically backed screening information for specific cancer types. Many individuals, especially those in underserved or rural areas, face barriers to accessing life-saving screenings like mammograms and MRIs. Successful policy changes to broaden insurance coverage for these screenings would improve early detection and reduce the number of late-stage cancer diagnoses.

Formalizing Lasting & Broad Change in Cancer Control Through Policy and Systems Change Withing Organizations, Systems, and Communities
Our project emphasizes policy and systems change to create lasting, wide-reaching impacts on cancer prevention. Through advocacy efforts, we will work to educate those responsible for state and local policies to support cancer prevention and early detection. These policy changes will reduce cancer risk in the short term and create a foundation for sustainable improvements in public health.

Our advocacy strategies will include legislative roundtables, "North Iowa Day on the Hill," and partnerships with stakeholders to elevate cancer prevention as a legislative priority. This engagement will facilitate a

legislative and regulatory environment that prioritizes cancer prevention, early detection, and overall public health. We intend to formalize cancer control improvements that will outlast the life of the project.

Please indicate which type of funding you are applying for (choose one):

☐ **Single Year** (applying for one year of funding only)

☒ **Multi-Year: Year 1** (applying for the first year of a two- or three-year project with the intention of applying for Year 2 in FY27, if awarded)

☐ **Multi-Year: Year 2** (FY25 Year 1 awardees only) *

☐ **Multi-Year: Year 3** (FY25 Year 2 awardees only) *

If you are applying for continued funding (funded last year for the same multi-year project), please describe your success and challenges in previous years of funding. *(Suggested: 250 words or less.)*

Click or tap here to enter text.

Which goal(s) and strategy(ies) from the Iowa Cancer Plan will your project support/help to implement? (*Suggested: 100 words or less.)*

Goal 2 - Prevention & Risk Reduction

- Priority 1: Reduce exposure to tobacco and secondhand smoke
  - Strategy B: Protect and strengthen clear air laws
- Priority 2: Enhance opportunities for Iowans to access nutritious food and be physically active
  - Strategy A: Create environments that support physical activity
  - Strategy B: Create environments that support healthy eating
- Priority 3: Decrease alcohol consumption
  - Strategy A: Educate the public on the association between alcohol and cancer
  - Strategy B: Create community environments that prevent and reduce the excessive use of alcohol
- Priority 7: Decrease exposure to radon
  - Strategy C: Increase the number of residential and other buildings built or remodeled using radon reducing methods

Goal 3 - Early Detection and Screening

- Priority 3: Support strategies to increase access to cancer screening and diagnostic services
  - Strategy A: Take steps to increase patient access to cancer screening through policy change

Project Objectives:

These objectives will serve as the grant deliverables for your project, if awarded. The Iowa Cancer Consortium Board of Directors may request to change, add, or remove objectives with your agreement prior to funding. Where applicable, please include baseline (current) data. Please add additional objectives, if desired.

Objectives should be SMARTIE goals: **Specific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-Based, **I**nclusive, and **E**quitable. The CDC's National Breast and Cervical Cancer Early Detection Program put together a helpful resource for SMARTIE objectives. (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)*

***Objective #1:** Convene 2 round tables with local and state leaders and/or policy makers to advocate and educate on public health issues that contribute to cancer and/or cancer prevention.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: Not all employees have access to clean air; no passive radon mitigation requirements in new construction; consumption of alcohol (3.1 gallons/per capita in 2020) in county; 2025 County Health Rankings Food Environment Index (8.6) and Physical Activity Access (92%); comparable insurance coverage for breast MRI services compared to mammography
- Target by deadline: All employees in Iowa breathe clean air at work; passive radon mitigation systems being installed at time of new construction; <3.1 gallons alcohol / capita; Food Index and PA Access indicators remain positive

***Objective #2:** Conduct public awareness campaigns to encourage residents to engage in protective lifestyle behaviors to reduce their risk for cancers and to seek cancer screenings.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: Zero cancer prevention marketing ads in circulation currently
- Target by deadline: 4 quarterly cancer prevention campaigns circulated

***Objective #3:** Collaborate with North Iowa Addiction Prevention Alliance & Prairie Ridge Integrated Behavioral Healthcare through joint public awareness campaigns and advocacy efforts to reduce the cancer burden risk due to heavy and binge drinking in our adult population through education and policy change.

- Deadline *(funding period is July 1, 2025-May 31, 2026):* May 31, 2026
- Baseline data: 22.8% of Cerro Gordo County residents report excessive alcohol consumption (2025 Iowa HHS Systems Snapshot)
- Target by deadline: 22.3% or less of CGC residents will report excessive alcohol consumption with next iteration of snapshot

Project Collaborators:

The Iowa Cancer Consortium seeks to fund collaborative proposals. **At least one collaborator is required per project.** A letter of support is required for each listed collaborator.

Collaborator #1 (required)

Name: Christine Riggert
Organization: Prairie Ridge Integrated Behavioral Healthcare
Mailing Address: 320 N Eisenhower Ave, Mason City, IA 50401
Phone: 641-243-7247
Email: criggert@prairieridge.net
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
Prairie Ridge Integrated Behavioral Healthcare is coordinating our county's current Prevent Alcohol Misuse Community Grant Designee, and as such has partnered with CG Public Health to disseminate the "Think Before

You Drink" media campaign throughout our county in efforts to raise public awareness around the dangers of excessive alcohol consumption. In addition, we will supplement the message with our CANcer BE PREVENTED media campaign that will tie in the cancer link to alcohol consumption to bolster the message in reducing alcohol misuse among our residents. Our current Marketing & Public Information Officer will be responsible for coordination of both campaigns, ensuring their compatibility and connection in resonating with our community.

Collaborator #2 (optional)

Name: Penny McCaslin
Organization: North Iowa Addiction Prevention Alliance (Drug Free Communities Grantee)
Mailing Address: 2570 4th St SW Ste 1 Mason City, Iowa 50401
Phone: 641-421-9329
Email: pmmcaslin@cghealth.com
Please describe the collaborator's proposed responsibilities/role in the project. *(Suggested: 100 words or less)*
The North Iowa Addiction Prevention Alliance is our county's current Drug Free Communities awardee and is currently in their 3rd year of grant work advocating for alcohol prevention. Project staff consistently work alongside this collaborative on local and state policy efforts. Specific to this project will be the encouragement for local governments to adopt alcohol-density ordinances to limit the availability and misuse of alcohol, ultimately reducing cancer burdens associated with alcohol misuse.

Evidence & Evaluation:

Resources for Evidence-Based Interventions and Evaluation: (This and additional resources can be accessed at https://canceriowa.org/grants/ifp)

- *The Iowa Cancer Consortium has put together a blog post, A Public Health Professionals Guide to Evidence-Based Cancer Control Interventions (EBIs), which contains state and national resources for public health professionals to visit when selecting interventions.*
- *CDC's Program Evaluation Framework guides public health professionals in conducting program evaluation. It is a practical, nonprescriptive tool, designed to summarize and organize essential elements of program evaluation.*

What scientific evidence is there that your project will be effective? (*Suggested: 500 words or less.)*
Individuals in rural and economically disadvantaged communities are less likely to receive recommended cancer screenings, highlighting the need for targeted outreach. A study in Iowa, Minnesota, and Wisconsin found that census block-level deprivation and zip code-level rurality were independently linked to lower screening rates for breast, cervical, and colorectal cancer among eligible adults (Kurani et al., 2020). The CDC's National Breast and Cervical Cancer Early Detection Program (NBCCEDP) emphasizes the importance of public education and targeted outreach to increase screening rates, particularly among underserved populations (Levano et al., 2014).

Another study found that participants who had seen colorectal cancer screening billboards had greater intentions of speaking to a doctor about getting screened in the next six months (Katz et. al., 2017). Other

evidence supports that multifaceted social marketing campaigns, including billboards, social media, radio, and education effectively target high-risk populations in increasing a significant number of people completing preventative cancer screenings (Jedele & Ismail, 2010). These materials have been shown to effectively engage the public by providing tailored, clear, and actionable information (The Community Guide, 2025). Our campaign will adopt similar strategies, using local and county-specific data to deliver relevant messaging that resonates with residents of Cerro Gordo County and surrounding areas. This approach will not only raise awareness but also drive participation in screenings and encourage behavior change.

Engaging local policymakers has proven to be an effective strategy for driving public health improvements, especially in cancer prevention. Coalitions involving public health agencies, advocacy groups, and local leaders are instrumental in advancing health policies (Kale et al., 2023). Our project will leverage these strategies to engage policymakers, deliver targeted cancer messaging, and educate the public on modifiable risk factors.

How will you evaluate your project? How will you know if you have been successful? (*Suggested: 250 words or less.)*

We will evaluate our project using both process and outcome measures to assess campaign reach, community engagement, and policy impact. For public outreach, we will monitor social media analytics (e.g., impressions, shares, engagement rates), radio listenership data, and estimated billboard viewership based on traffic counts. These metrics will help us assess the reach and impact of our messaging in Cerro Gordo County and neighboring communities.

To measure the impact of our advocacy efforts, we will track the number of roundtables held, attendance by key stakeholders, and the level of engagement during these events. Outcome measures will include the number of cancer prevention-related bills introduced and any new laws enacted that align with our goals, such as stronger radon mitigation requirements, expanded insurance coverage for preventive screenings, and closing loopholes in Iowa's Smoke-Free Air Act; please note that we will not be educating on specific bills but will use their status to measure impact.

Together, these evaluation strategies will help us determine whether we are successful in raising awareness, mobilizing community and policymaker support, and contributing to long-term cancer prevention infrastructure in Iowa.

How will you modify your project to meet the unique needs of certain populations? *(Suggested: 500 words or less.)*

We will ensure our project meets the diverse needs of the community by adapting messaging and strategies using real-time input from stakeholders, data, and community feedback. Regular communication with local policymakers, healthcare providers, and community-based organizations will guide how we tailor our cancer prevention education efforts to reflect the realities of the populations we serve.

Mason City and the surrounding areas in Cerro Gordo County are home to both urban and rural residents. These populations experience unique barriers to preventive care, including transportation challenges, limited access to healthcare services, and lower health literacy. To address these disparities, we will use localized data to ensure our messaging speaks directly to the needs and risks of specific populations, including rural residents, older adults, and those who are under- or uninsured.

Our outreach materials (including billboards, radio segments, and social media content) will be written in clear, accessible language and may be adapted into multiple formats (e.g., print, digital, and audio) to ensure they are understandable and relevant across varying literacy levels and information preferences. Whenever possible, we will use imagery and messaging that reflect the diversity of our community to make our campaign more relatable and inclusive.

In addition, we will seek partnerships with trusted community organizations to help extend the reach of our messaging and ensure it is culturally appropriate. For example, we may collaborate with local churches, clinics, schools, and businesses to better understand community concerns and communicate prevention messages in ways that resonate with their audiences.

We recognize the need for flexible, community-informed policy solutions. Through advocacy work and legislative roundtables, we will encourage input from a range of voices to help shape cancer prevention policies that are responsive and equitable. These conversations will help us understand how proposed policy changes might affect different populations and where additional supports may be needed.

Budget:

Allowable budget categories have been identified below. If funding is requested within a specific category, a brief explanation or funding justification is required.

Staff Support

- Applicants may request funds for key personnel. Funds may not be requested to supplant existing job responsibilities.
- For any staff support requests through this grant mechanism, a copy of staff resume/CV, estimate of project hours, and list of staff project-related responsibilities must be included along with the budget request. Resumes should be included as an attachment.

Travel

- Travel essential to the proposed project may be funded under this proposal.
- Travel reimbursement is allowed at the following rates: $0.50/mile; in-state travel reimbursements follow Iowa Department of Administrative Services (DAS) guidelines, which is $37/day for meals ($27.75/day for first and last day of travel); out-of-state travel reimbursements follow Iowa DAS guidelines, which varies by destination. Maximum lodging reimbursement for in-state hotels is $80 plus taxes per night (see the Iowa DAS travel webpage for more information and resources).

Printing and Copying

- Estimate the total number of document pages that will be copied or printed. Use $0.06/page for calculating costs. Example: 500 pages X $.06/page =$30.00

Supplies

- Estimate the unit cost for each item to be purchased and the total number of items needed. Example: 200 brochures X $1.25/brochure = $250.00

Indirect/Administrative Costs

- Applicants for whom the Iowa Cancer Consortium is not serving as a fiscal agent may charge an indirect rate limited to 8% of the direct costs proposed in the budget.
- The total budget, including indirect or administrative costs, may not exceed the total requested funds (maximum of $25,000).

- Administrative costs are those incurred for common or joint objectives and cannot be identified readily and specifically with a sponsored program but are still necessary to the organization's operations.
- For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect/administrative costs.
- If there is a need for indirect funding beyond 8% of direct program costs, requests should be written into the applicant's budget and justified heavily.
- The applicant shall maintain documentation to support the administrative cost allocation. The Consortium reserves the right to request the documentation at any time.

Other:

- Equipment
    - Describe equipment needed for project implementation.
    - Equipment costs must be justified, and an explanation provided for equipment use after the grant period ends.
    - Items that cost $5,000 or more are not routinely funded but will be considered on an individual basis.
- Incentives
    - Incentives are an allowable expense only if proven to be effective as part of an evidence-based intervention. The research or evidence case must be outlined.

- Clinical Care/Service Delivery
    - Clinical care, including the provision of medication, vaccinations and/or treatment, is not an allowable expense. Service delivery, including radon mitigation and cancer screening test purchases, will be reviewed individually.
    - Community organizations and collaborators are encouraged to provide financial support for service delivery components.

Please explain your budget in words: *(Suggested: 100 words or less)*

Our budget primarily supports a comprehensive media campaign, which includes salary and fringe benefits for our Marketing & Public Information Officer, as well as costs associated with media platforms such as billboards, radio, and social media. Additionally, we have allocated funds for the salary and fringe of the Project Director, who will lead communication and coordination efforts with local and state policy leaders as part of our advocacy for strong cancer control and mitigation policies and laws.

Use the table below to complete your proposed budget:

Reminder: Funding period is July 1, 2025, to May 31, 2026. This is an 11-month period, not a full year.

Budget Items and Explanation	Grant Funds Requested	Other Funding	Total Funds for Project
If possible, please divide them into categories. Examples include staff support, travel, supplies, equipment, etc. If service delivery or incentives are included within the budget, please include a statement of need along with each budget item.	*Funds being requested from the Iowa Cancer Consortium.*	*Include in-kind support, volunteer hours, collaborator financial support, and other types of financial support.*	*Include requested Iowa Cancer Consortium funds + items outlined in the Other Funding category.*

Staff Support			
Project Director: Kelli Gerdes Estimated # of Hours: 77 Project Responsibilities: The Project Director will oversee all grant activities, including coordination with local policymakers, the Marketing & Public Information Officer, and partners.	$4,244.00	$	$4,244.00
Marketing & Public Information Officer: Jeremy Otto Estimated # of Hours: 83 Project Responsibilities: The Marketing Director will oversee the development and implementation of the cancer prevention/lifestyle behavior campaign.	$4,031.00	$	$4,031.00
Travel			
In-state Mileage (.50/mile) – 348 miles	$ 174.00	$ 70	$174.00
Printing			
Supplies			
Shipping			
Other			
Billboards	$6,300.00	$6,300.00	$12,600.00
Radio Ad Spots	$3,600.00		$3,600.00
Social Media Ads	$4,800.00	$1,175.00	$5,975.00
Indirect Rate of 8%	$1,851.00	$990.00	$2,841.00
Totals:	$25,000.00	$8,535.00	$33,535.00

Submit your completed application, along with letters of support from all collaborators and resumes/CVs for anyone whose salary will be supported by requested funds, to orton@canceriowa.org by 11:59pm (CDT) on May 14, 2025.

North Iowa Addiction Prevention Alliance

Uniting to promote healthy communities and youth through education and addiction prevention.

May 1, 2025

Iowa Cancer Consortium
PO Box 859
North Liberty, IA 52317-0859

Dear Iowa Cancer Consortium,

On behalf of the North Iowa Addiction Prevention Alliance (NIAPA), I am honored to submit a letter of support as chairperson of the coalition in which CG Public Health has been such a strong member and advocate partner with since the coalition's inception in 2000. NIAPA partners currently operate in four strategic areas, with 'responsible retail' one of the workgroups closely aligned with the goals of CG Public Health's ICC Implementation Project.

Over the last year, the NIAPA workgroup partners have advocated for improvements to our local alcohol retail scene in hopes to implement retail density ordinances, establish recognition programs that commend healthy business practices, and promote "substance-free" community events that reduce the availability of alcohol. This work coincides with the media campaign the Health Department proposes in this grant to further reduce alcohol misuse and binge drinking in our community in efforts to lower cancer risk and incidence.

NIAPA looks forward to continued collaboration with CG Public Health in coupling strategies and work to maximize awareness in our community on the dangers of alcohol use on cancer risk. We will help magnify their voice through our coalition's many partner channels and efforts.

Thank you for your review and consideration to CG Public Health's Iowa Cancer Consortium Cancer Plan Implementation grant application.

Sincerely,

Penny McCaslin
Chairperson
North Iowa Addiction Prevention Alliance
pmccaslin@cghealth.com

PRAIRIE RIDGE
Integrated Behavioral Healthcare

May 8, 2025

Iowa Cancer Consortium

PO Box 859

North Liberty, IA 52317-0859

Dear Iowa Cancer Consortium,

I am writing to express my full support for CG Public Health, in regard to their Iowa Cancer Consortium Cancer Plan Implementation Grant proposal. Prairie Ridge Integrated Behavioral Healthcare is delighted to expand our collaboration with CG Public Health as we continue to promote a healthier and safer community.

As the project director for our county's Partnerships For Success-Prevent Alcohol Misuse Community Grant, Prairie Ridge will be actively involved in partnering with CG Public Health to disseminate the "Think Before You Drink" media campaign. This campaign aims to raise public awareness about the dangers of excessive alcohol consumption, including the heightened risk for cancers among Iowans. The collaboration between Prairie Ridge and CG Public Health is not new, as we have been strong partners on the local North Iowa Addiction Prevention Alliance for over a decade, promoting and educating the public on prevention strategies.

The "Think Before You Drink" campaign will coincide with CG Public Health's CANcer BE PREVENTED media campaign. As noted, these campaigns highlight the link between alcohol consumption and cancer, multiplying our efforts to reduce alcohol misuse among our residents.

The combined efforts of these campaigns will not only raise awareness but also promote actionable steps towards reducing alcohol misuse. We believe that this grant will significantly enhance our ability to deliver these crucial messages and make a positive impact on public health in our county.

We are confident that with the collaborative approach and effective strategies outlined in this grant proposal, we will achieve our goals and contribute meaningfully to the well-being of our residents in reducing our cancer burden.

Thank you for considering CG Public Health's application. We look forward to the opportunity to work together on this important project.

Sincerely,

Kelly Grunhovd MBA, M.Ed | Chief Operating Officer

kgrunhovd@prairieridge.net, 641-243-7226

641 - 745- 7696
Jeremy.C.Otto@gmail.com

Jeremy Otto

EMPLOYMENT HISTORY

May 2020 – Present CG Public Health Mason City, Iowa
Marketing and Public Information Officer
Leadership and oversight of all marketing efforts, plan, develop, produce, and distribute marketing, public relations, and promotion for all divisions. Establish professional relationships with area partners to expand opportunities for more public interactions; represent the department professionally. Serve as Public Information Officer for CG Public Health and for the County in the event of a disaster or emergency.

- Lead the Cerro Gordo County COVID-19 Joint Information Center as lead Public Information Officer from May 2020 through May of 2021.

April 2016 – May 2020 Hy-Vee Wine and Spirits Mason City, Iowa
Manager
Creates an environment for the customer that is welcoming, safe, engaging, and well-priced. Coaches and mentors staff to build their confidence to provide a top-quality retail experience. Support the development of operational excellence by increasing associate awareness of Hy-Vee's continuous improvement program and leading continuous improvement projects for the Wine and Spirits department. Review and update existing standards, specifications or requirements to comply with changes in regulatory and customer requirements, and to support new products. Diplomatic problem-solver with a reputation as a "Go-to Person" who is quick in identifying problems and implementing sound solutions in a timely manner. Forecast labor demand and schedule labor to achieve a low labor cost percentage. Maintain order of, and account for, over $250,000 worth of inventory. Set sales goals and execute plans to consistently achieve and exceed those goals. Remain innovative and follow trends in the wine, spirits, beer, and food categories. Exceed low inventory goals set by my supervisors.

April 2004 – April 2016 Prime N' Wine Mason City, Iowa
Head Bartender
Provided friendly and consistent service that resulted in steady repeat business. Maintained optimal accuracy on orders over a 12-year period. Managed and maintained all bar stock and supplies. Coordinated catering events that increased sales and profitability. Researched, formulated, and designed wine, spirits, beer, and cocktail menus. Utilized expansive knowledge of mixed beverages, specialty liquors, and craft beers to coordinate drink needs for the business.

November 2015 – July 2016 Our Loving Children Mason City, Iowa
Volunteer Multimedia Producer
Produced and edited a short film for Our Loving Children that was showcased at the "Reach for the Stars" gala in 2016. The film was a creative multimedia project organized to provide parents of children with Autism to not only accept and understand their child's diagnosis, but to help provide crucial information to allow them to make informed, educated decisions for their child regarding their special needs and the true meaning of advocacy.

EDUCATION

University of Northern Iowa Cedar Falls, Iowa
Major: Communications Studies with an emphasis in Electronic Media
Bachelors Degree *2014*

OTHER QUALIFICATIONS

Excellent customer service skills, team leadership ability, communication skills, organizational abilities, and attention to detail. Business and marketing expertise in areas as diverse as: sales and promotions, event

management, store operations, inventory management, and purchasing. Works efficiently and decisively in a diverse team environment. Proficient in Adobe Creative Suite, Microsoft Office Suite, Windows Operating System, Social Media, Retail Product Management Software, Canva.com, and Wordpress content management system.

REFERENCES

Dr. David Beck	Neurosurgeon, Mercy Hospital	(641)430-1461
Doug Brown	Owner, Brown Hospitality, LLC.	(641)420-8831
Kathy Steenblock	Vice President, Our Loving Children	(641)420-7914

https://jeremycotto.wixsite.com/jeremy-otto

Kelli J. Gerdes
140 Wild Rose Avenue Forest City, Iowa 50436
641-421-9312
kgerdes@cghealth.com

EDUCATION

Bachelor of Science, Iowa State University **2008**
Areas of Concentration: Kinesiology & Health
Minor: Gerontology

ACCOMPLISHMENTS

- Exercise Physiologist - Certified – American College of Sports Medicine **2009-Present**
- Strength & Conditioning Specialist – Natl. Strength & Conditioning Assoc. **2010-Present**
- Certified Personal Trainer – American Council on Exercise **2010-Present**
- Certified Clinical Health Coach – Iowa Chronic Care Consortium **2017-Present**
- Physical Activity in Public Health Specialist – Am. College of Sports Med. **2019-Present**
- Certified Lifestyle Coach – CDC National Pre-Diabetes Prevention Program **2015-Present**
- PHRASES Fellow – de Beaumont Foundation & The Aspen Institute **2019**
- Session Speaker – IPHA Iowa Governor's Conference on Public Health **2015, 2017, 2018**
- Richard Remington Award Recipient – Iowa Public Health Association **2017**
- Iowa Walking College Fellow **2017**
- Bureau of Nutrition & Health Excellence in Physical Activity Dept. Award **2011**

RELATED EXPERIENCE

Cerro Gordo County Department of Public Health, Mason City, Iowa
Population Health Manager **2021 - Present**
Plan, organize and implement health, wellness, and lifestyle programs targeting Cerro Gordo County employees, businesses, and the community. Recommend policy, systems and environmental strategies that promote improved community and population health.

Health Promotion Manager **2012-2021**
Direct, coordinate and supervise programs to include tobacco programming, wellness and health promotion education, corporate wellness programming, and chronic disease prevention & community health education.

Wellness Coordinator **2009-2012**
Develop, Direct, coordinate, and supervise all service programs to include physical activity, nutrition, and chronic disease prevention projects; coordinate corporate wellness programming.

Allen Memorial Hospital, Waterloo, Iowa
Cardiopulmonary Technician **2009**
Perform routine and urgent electrocardiograms for in, out-patients; assisted physicians and nuclear-radiation technicians win pharmacological and exercise stress testing.

Mercy Medical Center – North Iowa, Mason City, Iowa
Intern- Cardiac Rehabilitation **2008**
Assist nurses and exercise specialists in Phases I, II, and III of cardiac rehabilitation duties; instruction of exercise programming; nutritional and health education

MEMBERSHIPS

- Iowa Public Health Association
- American College of Sports Medicine
- National Strength and Conditioning Association
- Iowa State University Letterwinners' Association