
Food, Nutrition and Environment for Healthy Iowa

Iowa Hunger Summit 2013



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Food, Nutrition and Environment for Healthy Iowa- 2013 IHS

- Healthiest State Initiative
 - Helen Eddy, Executive Director, Healthiest State Initiative
- Nutrition for a Healthy Iowa
 - Dr. Mariannette Miller-Meeks, Director, Iowa Dept. of Public Health
- You, Your Brain and a Healthy Diet –
 - Dr. Yogi Shah, Associate Dean of Global Health, Des Moines University



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Iowa's Health Facts

- **64.8%** of Iowans are overweight or obese.
- Iowa is the **12th** most obese state
- **9.7%** of Iowans have diabetes.
- **23.1%** of Iowans are physically inactive.
- **35.9%** of Baby boomers are obese
- Obesity rates vary by education and income.
 - Less educated, lower income, higher rates of obesity

"F" as in Fat Report 2013, Trust for America's Health



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Background

- Healthiest State Initiative launched August 2011
- Goal: Make Iowa #1 in wellbeing by 2016
- Strategies
 - Shine a spotlight on the state's wellbeing challenge
 - Highlight existing programs
 - Introduce new efforts to improve wellbeing



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The Case for Change

- A desire for all Iowans to live happier, healthier lives
- An economic imperative...If Iowa could maintain obesity rates, the state could save as much as \$1.6 billion by 2018.
- “Making Iowa the healthiest state in the nation is not only critical to the economic viability of our state, but also critical to the quality of life for all Iowans.”
 - Governor Terry Branstad



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- **Life evaluation**
 - Ranking one's life today and in the future
- **Emotional Health**
 - Daily feelings, clinical depression
- **Physical Health**
 - Chronic conditions, obesity, physical pain, cold/flu
- **Healthy Behaviors**
 - Smoking, healthy eating, exercise
- **Work Environment**
 - Using strengths, supervisor relationships
- **Basic Access**
 - Healthcare, community satisfaction, money for basics



Impacts of Well-Being

- Communities with high Well-Being Index® scores have:
 - Lower crime rates
 - Higher graduation rates

Source: Gallup Healthways Well-Being Index®



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Impacts of Well-Being

- Businesses with high Well-Being Index® scores have:
 - Higher job performance
 - Higher productivity
 - Less absenteeism
 - Higher retention
 - Better engagement
 - Lower healthcare costs

Source: Gallup Healthways Well-Being Index®



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Solutions: Change the Environment

- Eat Wisely
 - Communities: Gardens
 - Schools: education, school meals, vending machines
 - Home: smaller plates, healthy cooking
 - Restaurants: healthy sides as default
 - Grocery stores
- Move Naturally
 - Walking: groups, walking school bus
 - Gardening
 - Parks, trails
- Connect
 - Families eat together
 - Volunteer



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Value of Interventions

- For every \$1 spent on trails can save \$3 in medical expenses.
- For every \$1 spent in wellness programs, companies can save:
 - \$3.27 in medical costs
 - \$2.73 in absenteeism costs
- Community-based programs focused on improving nutrition and increasing physical activity reduced the incidence of Type 2 diabetes by 58%.
 - Drug therapy reduced the incidence by 31%
 - AHA Heartwire, July 26, 2011



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What's Happened Since 2011

- Three statewide walks with nearly 300,000 lowans



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What's Happened Since 2011

Blue Zones Project™ Demonstration Sites



 **BLUE ZONES PROJECT™**
by HEALTHWAYS

Sponsored by

 **Wellmark.**  



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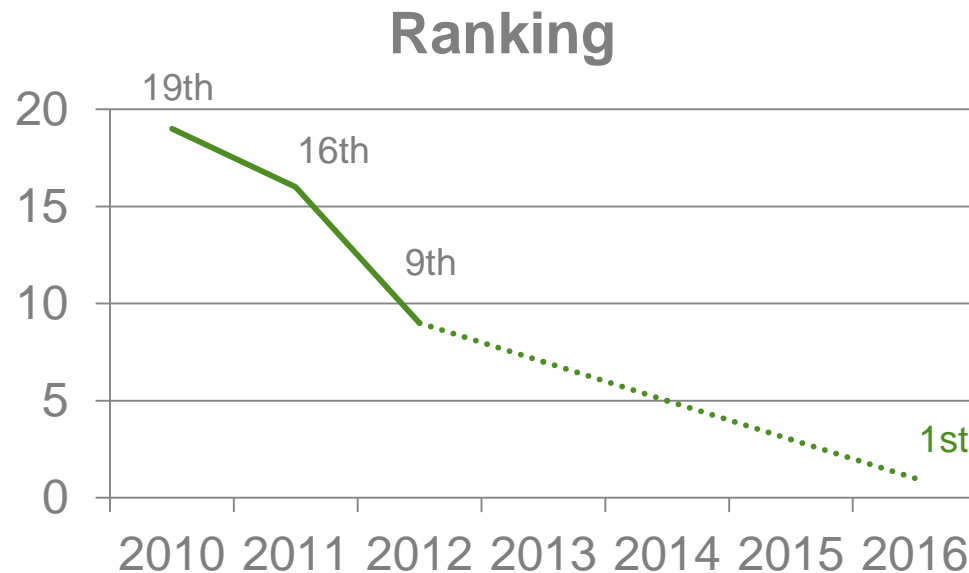
What's Happened Since 2011



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What's Happened Since 2011

- Iowa's ranking in the Gallup-Healthways Well-Being Index has improved from 19th to 9th



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We can do more...

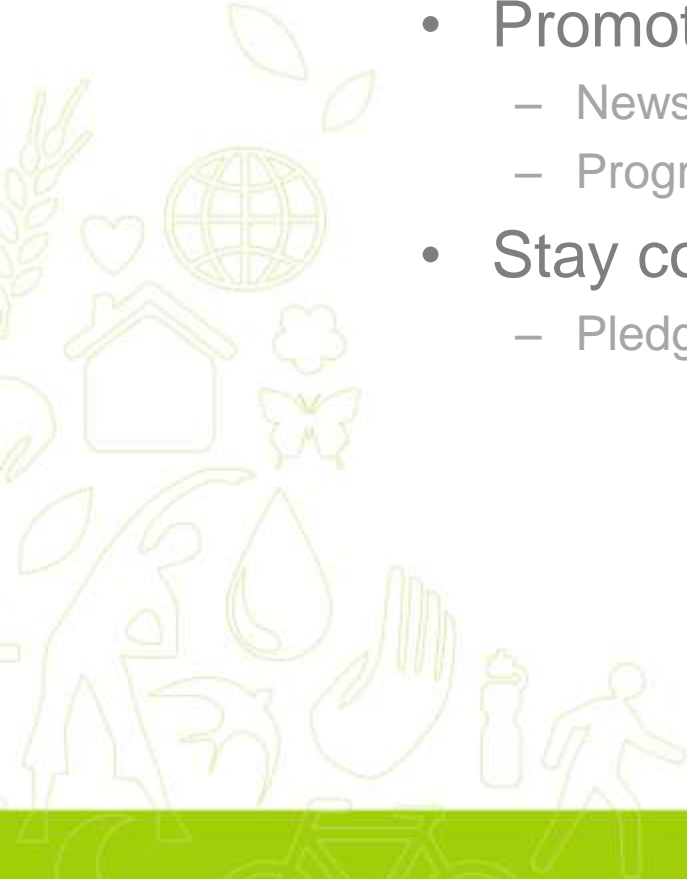
- The Healthiest State Initiative asked Gallup-Healthways for focus areas that would most help improve the state's ranking
 - Decreasing the number of Iowans who smoke
 - **Increasing consumption of fruits and vegetables**
 - Increasing the number of Iowans who are learning or doing something interesting daily
 - Increasing the number of Iowans who have visited the dentist in the last year
 - Increasing the number of Iowans who feel their boss treats them like a partner at work



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How can you help?

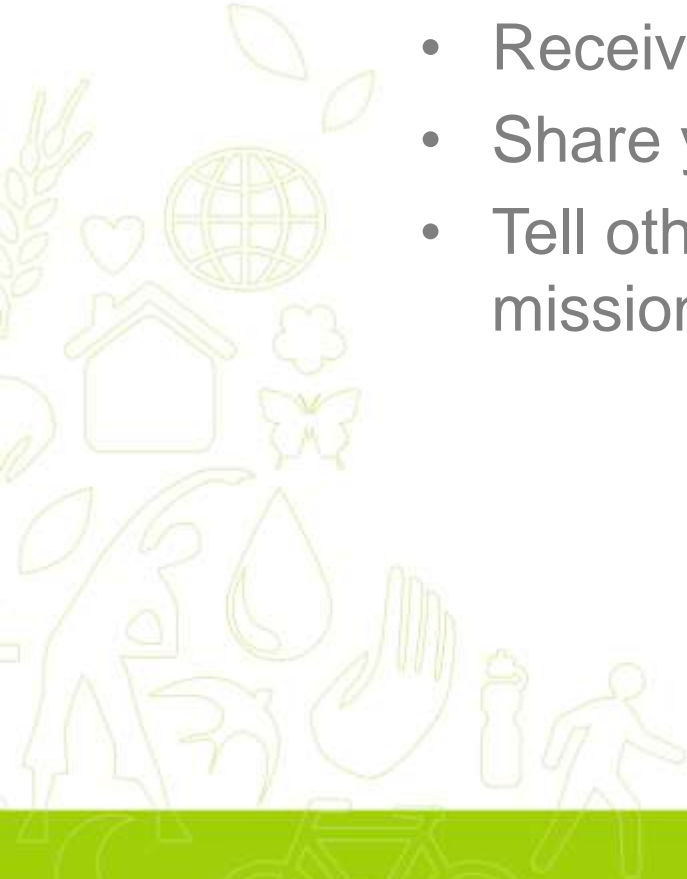
- Engage your community in wellbeing
 - Lead your community, organization
- Promote the Focus 5 in your organization
 - Newsletters
 - Programs
- Stay connected.
 - Pledge your support to the Healthiest State Initiative



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Stay Connected

-   @HealthiestIowa
- www.IowaHealthiestState.com
- Receive our newsletter (Pledge support)
- Share your stories
- Tell others: share the message of Iowa's mission to be #1 in wellbeing



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