Food, Nutrition and Environment for Healthy Iowa

Iowa Hunger Summit 2013
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
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
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
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
- 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®
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®
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
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
What’s Happened Since 2011

• Three statewide walks with nearly 300,000 Iowans
What’s Happened Since 2011

Blue Zones Project™ Demonstration Sites
What’s Happened Since 2011
What’s Happened Since 2011

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