Healthiest State Initiative
Nutrition

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The Gallup-Healthways Well-Being Index®: A Comprehensive Approach to Measuring Wellbeing

Gallup-Healthways tracks 55 items that comprise six core sub-indexes to provide leaders with a comprehensive metric that covers six key interrelated areas of wellbeing:

- **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

Well-Being Index Composite Score
(Average of six sub-indexes)
### 2012 Well-Being in Iowa

#### Well-Being Overall

<table>
<thead>
<tr>
<th>Metric</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-Being Overall</td>
<td>67.4</td>
<td>68.1</td>
</tr>
<tr>
<td>Life Evaluation</td>
<td>48.9</td>
<td>48.9</td>
</tr>
<tr>
<td>Emotional Health</td>
<td>81.1</td>
<td>80.5</td>
</tr>
<tr>
<td>Physical Health</td>
<td>78.3</td>
<td>78.1</td>
</tr>
<tr>
<td>Healthy Behavior</td>
<td>62.3</td>
<td>62.7</td>
</tr>
<tr>
<td>Work Environment</td>
<td>48.4</td>
<td>52.8</td>
</tr>
<tr>
<td>Basic Access</td>
<td>85.4</td>
<td>85.9</td>
</tr>
</tbody>
</table>

#### Comparison by Quintile

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Des Moines</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Cedar Rapids</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Omaha</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Davenport</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Quintile Distribution

- **1st Quintile**: Top 20 percent of counties
- **2nd Quintile**: Next 20 percent of counties
- **3rd Quintile**: Next 20 percent of counties
- **4th Quintile**: Next 20 percent of counties
- **5th Quintile**: Bottom 20 percent of counties

- **Well-Being Overall**
  - **2011**: 16 counties in 1st Quintile, 27 counties in 2nd Quintile, 8 counties in 3rd Quintile, 11 counties in 4th Quintile, 3 counties in 5th Quintile
  - **2012**: 9 counties in 1st Quintile, 27 counties in 2nd Quintile, 11 counties in 3rd Quintile, 8 counties in 4th Quintile, 3 counties in 5th Quintile

- **Life Evaluation**
  - **2011**: 27 counties in 1st Quintile, 27 counties in 2nd Quintile, 27 counties in 3rd Quintile, 27 counties in 4th Quintile, 27 counties in 5th Quintile
  - **2012**: 27 counties in 1st Quintile, 27 counties in 2nd Quintile, 27 counties in 3rd Quintile, 27 counties in 4th Quintile, 27 counties in 5th Quintile

- **Emotional Health**
  - **2011**: 36 counties in 1st Quintile, 36 counties in 2nd Quintile, 36 counties in 3rd Quintile, 36 counties in 4th Quintile, 36 counties in 5th Quintile
  - **2012**: 36 counties in 1st Quintile, 36 counties in 2nd Quintile, 36 counties in 3rd Quintile, 36 counties in 4th Quintile, 36 counties in 5th Quintile

- **Physical Health**
  - **2011**: 23 counties in 1st Quintile, 23 counties in 2nd Quintile, 23 counties in 3rd Quintile, 23 counties in 4th Quintile, 23 counties in 5th Quintile
  - **2012**: 23 counties in 1st Quintile, 23 counties in 2nd Quintile, 23 counties in 3rd Quintile, 23 counties in 4th Quintile, 23 counties in 5th Quintile

- **Healthy Behavior**
  - **2011**: 36 counties in 1st Quintile, 36 counties in 2nd Quintile, 36 counties in 3rd Quintile, 36 counties in 4th Quintile, 36 counties in 5th Quintile
  - **2012**: 36 counties in 1st Quintile, 36 counties in 2nd Quintile, 36 counties in 3rd Quintile, 36 counties in 4th Quintile, 36 counties in 5th Quintile

- **Work Environment**
  - **2011**: 23 counties in 1st Quintile, 23 counties in 2nd Quintile, 23 counties in 3rd Quintile, 23 counties in 4th Quintile, 23 counties in 5th Quintile
  - **2012**: 23 counties in 1st Quintile, 23 counties in 2nd Quintile, 23 counties in 3rd Quintile, 23 counties in 4th Quintile, 23 counties in 5th Quintile

- **Basic Access**
  - **2011**: 6 counties in 1st Quintile, 6 counties in 2nd Quintile, 6 counties in 3rd Quintile, 6 counties in 4th Quintile, 6 counties in 5th Quintile
  - **2012**: 3 counties in 1st Quintile, 3 counties in 2nd Quintile, 3 counties in 3rd Quintile, 3 counties in 4th Quintile, 3 counties in 5th Quintile
Nutrition Related Survey Questions

• Are you eating healthy? (Healthy Behaviors)

• What is your weekly consumption of fruits and vegetables? (Healthy Behaviors)

• Are you obese? What is your energy level? (Physical Health)

• Are there affordable fruits and vegetables? (Basic Access)
# 2012 Physical Health Domain

<table>
<thead>
<tr>
<th></th>
<th>% Who did not have Health Problems prevent normal activity (yesterday)</th>
<th>% Who had enough energy to get things done (yesterday)</th>
<th>% With High Blood Pressure (Ever in Lifetime)</th>
<th>% With Diabetes</th>
<th>% With Recurring Knee/Leg Pain (last 12 months)</th>
<th>% Obese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa</td>
<td>80.6</td>
<td>86.1 ▼</td>
<td>28.1</td>
<td>10.0</td>
<td>24.1</td>
<td>29.0</td>
</tr>
<tr>
<td>U.S.</td>
<td>78.6</td>
<td>85.9</td>
<td>29.3</td>
<td>10.9</td>
<td>25.4</td>
<td>26.2</td>
</tr>
<tr>
<td>Top State</td>
<td>MN – 82.7</td>
<td>HI – 90.3</td>
<td>CO – 22.0</td>
<td>AK – 6.0</td>
<td>HI – 21.1</td>
<td>CO – 18.7</td>
</tr>
</tbody>
</table>

↑ and ↓ signify the 2011 to 2012 change in score for each question that experienced statistically significant movement.
WBI Five Year Trend – Obesity Rates

WBI Obesity Rates

- Nation
- State of IA

Year: 2008 - 2012

2008: 25.5
2009: 26.5
2010: 26.6
2011: 26.1
2012: 26.2

2008: 26.4
2009: 28.6
2010: 28.2
2011: 28.3
2012: 29.0
### 2012 Health Behavior Domain

<table>
<thead>
<tr>
<th></th>
<th>% Who do not smoke</th>
<th>% Who “ate healthy” all day yesterday</th>
<th>% Who exercise 30 or more minutes 3 days in the last week</th>
<th>% Who had 5 or more servings of fruits and vegetables 4 days in the last week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Iowa</strong></td>
<td>77.5</td>
<td>64.4</td>
<td>53.2</td>
<td>55.0</td>
</tr>
<tr>
<td><strong>U.S.</strong></td>
<td>79.6</td>
<td>66.5</td>
<td>52.7</td>
<td>57.8</td>
</tr>
<tr>
<td><strong>Top State</strong></td>
<td>UT – 87.1</td>
<td>RI – 73.4</td>
<td>AK – 62.2</td>
<td>VT – 66.3</td>
</tr>
</tbody>
</table>

↑ and ↓ signify the 2011 to 2012 change in score for each question that experienced statistically significant movement.
HSI Nutrition Workgroup

Develop strategies to increase fruit and vegetable consumption and overall healthy eating.

– Identify target groups
– Simple messaging
– Available resource list
Identify Target Groups

1) Meal Planner/Provider/Preparer of the Household
2) Working Adults
3) Convenience Store/Restaurant Shopper
Strategies

• Simple messaging (My Plate)
• Communication
• Convenience store toolkit
• Gardens
• SNAP
• Partnerships
Simple Messaging

My Plate/Half Your Plate
- Half your plate fruits and veggies
- Color up your plate!
- Frozen, canned, or fresh
- Combination foods
Slice. Eat.
(How easy is that?)

Pick a better snack
Communication

- Pinterest recipes
- Dashboard dining/traveling meal options
- Healthiest State Initiative Website resource list
- Rotating themes
- Twitter Handles exchange
- Newsletter pieces to organizations

**IDPH Director** @IDPHDirector
7 May
Healthy minds & bodies! RT [@hyvee](https://twitter.com/hyvee): Dallas Clark: "Anytime Hy-Vee and Character Counts come together, great things happen."
Resources

- **Spend Smart Eat Smart** [http://www.extension.iastate.edu/foodsavings/](http://www.extension.iastate.edu/foodsavings/)

- **Cultivate Iowa** [http://www.cultivateiowa.org/](http://www.cultivateiowa.org/)

- **Eat Breakfast:**
  - Power Up With Breakfast: [http://www.eatright.org/nutritiontipsheets/](http://www.eatright.org/nutritiontipsheets/) (not a direct link, need to download pdf)

- **Make Half Your Plate Fruits and Vegetables:**

- **Watch Portion Sizes:**
Rotating themes

Template: brief text, 2-3 links, video links, recipes, budgets

- Eat Breakfast, on the go
- Portion sizes
- Healthy snacks
- Food labels
- Food safety guidelines
- Family meal time
- Dine out
- Rethink your drink
- Microwave meals
- Holiday eating
- Heart healthy
- Great grilling
- Brown bag beauties
- Color your plate
- Canning and freezing
Convenience Store Toolkit

• Healthy snacks close to register
• Price right
• Rotating produce
• Arrangement with local farmers
• “Brown Bag” on the Go
Gardens

- Community Gardens
- School Gardens
- Container or Deck Gardens
- Canning and Freezing
- Farmer’s Markets
  - Unused Produce Donation
  - Coupons at Food Banks/Churches/Schools
- Unused Produce
  - Donate to food banks
  - Tax credits
SNAP

• No nutrition requirements
• Policy change at Federal Level
• State based waiver
Partnerships

• Twitter Handles
• Newsletter pieces
  – Newsletter templates
  – Centered around monthly theme
• Faith Based Organizations
• All community groups
• Vending machines
Thank you!

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