

lowans Fit for Life Plan

Mid Course Revision

December, 2009

Shelf Life: 2010-2016



Vision Statement

lowans will enjoy balanced nutrition, lead physically active lives and live in healthy communities

Mission Statement

Improve Iowa's health by:

Setting priorities for sound policy, programs, resources and messages, and equipping communities and organizations to support an environment that encourages healthy choices about eating and physical activity.

Note: The lowans Fit for Life Plan was formerly titled Iowa's Comprehensive Nutrition and Physical Activity Plan.

Iowa's Comprehensive Nutrition and Physical Activity Plan, known as the State Plan, originated in early 2006 through an intense and collaborative process of the Iowans Fit for Life partnership. The State Plan intent is to be an interactive document referenced as a guide to state, local and private organizations as they consider strategies to make the healthy choice the easy choice in Iowa. The shelf life of the document was intended to be five to ten years with revisions as needed. This document represents the mid course revision of the State Plan and is intended to serve as the roadmap through 2016, ten years from the original state plan. For questions or comments on the State Plan or other Iowans Fit for Life topics, please contact any Iowans Fit for Life staff member at (515) 281-7501 or visit us on the Web at www.idph.state.ia.us/iowansfitforlife/Default.asp.

Many of the revised strategies are based upon the Centers for Disease Control and Prevention (CDC) Recommended Community Strategies and Measurements to Prevent Obesity in the United States: Implementation and Measurement Guide (RCSM) released in July, 2009. The full RCSM may be reviewed at www.cdc.gov/mmwr/pdf/rr/rr5807.pdf. The Iowans Fit for Life Plan strategies from the RCSM are referenced within the heart of the plan document.

Two components, while not specifically addressed at the goal, objective, or strategy level, are implied throughout the State Plan and included in more detail in the annual implementation plan. Those components are disparity (health equity) concerns and evaluation efforts.

The Iowans Fit for Life Plan is comprised of broad goals, general objectives, and specific strategies. The precise action steps are found in the Iowans Fit for Life work group annual action plans and are compiled annually into an annual implementation plan. The annual implementation plan may be found on the Web at www.idph.state.ia.us/iowansfitforlife/Default.asp.

Definitions:

Public service venue is defined by CDC as: facilities and settings open to the public that are managed under the authority of government entities (e.g., schools, child care centers, community recreational facilities, city and county buildings, prisons, and juvenile detention centers).

Sugar sweetened beverage (SSB) is defined by the Institutes of Medicine (IOM) as: Beverages that provide 35% or more of calories from total sugars per portion as packaged. Exceptions include:

- 100% fruit juices without added sugar
- 100% vegetable juices without added sugars
- Unflavored nonfat and low-fat milk and flavored nonfat and low-fat milk with no more than 22 grams of total sugars per 8-ounce serving

The Socio-Ecological Model of Health Promotion

CDC's State-Based Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases: Social-Ecological Model:

The Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases developed the Social-Ecological Model to better understand obesity in each of the program's participating states.

Each state funded by the Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases uses the Social-Ecological Model to more fully understand the obesity problem in that state. This model serves as a reminder to look at all levels of influence that can be addressed to support long-term, healthful lifestyle choices.



1. Individuals:

Addressing obesity and other chronic diseases begins by changing everyday behaviors that relate to eating and physical activity. That means changing people's knowledge, attitudes, and beliefs. But they don't have to go it alone: through interconnected social relationships — including families, schools, communities, and government — individuals can find the support and guidance they need to start making more healthful choices.

2. Interpersonal Groups:

Whether it's a family or a group of friends, a book club or a biking club, almost everyone belongs to some sort of group. Interpersonal groups are an important way to encourage more healthful behaviors, giving individuals the knowledge and support they need to make good nutrition and physical activity choices.

3. Organizations:

Organizations include schools, places of employment, places of worship, sports teams, and volunteer groups — to name just a few. Organizations can help members make better choices about healthful eating and physical activity through changes to organization policies and environments as well as by providing health information.

4. Communities:

A community is like a large organization, able to make changes to policy and the environment to give residents the best possible access to healthful foods and places to be physically active. Changes to zoning ordinances, improvements to parks and recreation facilities, creating ways to distribute free or inexpensive fruits and vegetables: these are only a few of the many ways community residents, groups, and organizations can work together to improve nutrition and physical activity.

5. Society (Public Policy):

This all-encompassing category involves individuals, organizations, and communities working together for change. New nutrition and physical activity legislation, statewide school policies, media campaigns, and partnerships with business and industry are just some of the ways a comprehensive strategy to address obesity and other chronic diseases takes shape on a large scale.

Goal 1: Increase healthy eating and physical activity opportunities by fostering supportive policies and environments.

Objective 1.1: By 2013, increase annually the number of policies, practices, and incentives to promote healthy eating and physical activity wherever lowans live, learn, work, play, and pray.

Objective 1.2: By 2013, increase annually the number of facilities/environments to promote healthy eating and physical activity where lowans live, learn, work, play, and pray.

Note: The below strategies relate to both objectives 1.1 and 1.2.

Strategies	Socio-Ecological Model Level
1. Increase availability of healthier food and beverage choices in public service venues. (RCSM #1)	3, 4, 5
2. Increase availability of healthier food and beverage choices in private sector businesses (grocery stores, restaurants, worksites, etc.).	3, 4, 5
3. Improve availability of mechanisms for purchasing foods from farms. (RCSM #5)	3, 4, 5
4. Provide incentives for the production, distribution, and procurement of foods from local farms. (RCSM #6)	3, 4, 5
5. Restrict availability of less healthy foods and beverages in public service venues. (RCSM #7)	3, 4, 5
6. Institute smaller portion size options in public service venues. (RCSM #8)	3, 4, 5
7. Limit advertisements of less healthy foods and beverages. (RCSM #9)	3, 4, 5
8. Increase opportunities for extracurricular physical activity. (RCSM #14)	3, 4, 5
9. Improve access to outdoor recreational facilities. (RCSM #16)	3, 4, 5
10. Enhance infrastructure supporting bicycling. (RCSM #17)	3, 4, 5
11. Enhance infrastructure supporting walking. (RCSM #18)	3, 4, 5
12. Improve access to public transportation. (RCSM #20)	3, 4, 5
13. Enhance personal safety in areas where people are or could be physically active. (RCSM #22)	3, 4, 5
14. Enhance traffic safety in areas where people are or could be physically active. (RCSM #23)	3, 4, 5

Goal 2: Increase the percentage of lowans at a healthy weight.

Objective 2.1: By 2013, slow the rate of increase in percentage of IOWA adults, youth and children classified as overweight or obese.

Strategies	Socio-Ecological Model Level
1. Local governments participate in community coalitions or partnerships to address obesity. (RCSM #24)	4, 5
2. State government will participate in partnerships that directly or indirectly have potential to increase physical activity and healthy eating.	3, 4, 5
3. Establish communications plans for dissemination of the state plan messages, programs and services.	2, 3, 4
4. Enhance and encourage collaboration between physical activity social support programs.	1, 2, 3, 4

Goal 3: Increase the percent of Iowans who follow healthy eating patterns.

Objective 3.1: By 2013, increase the percentage of adults, youth and children who consume the recommended amount of fruits and vegetables daily.

Strategies	Socio-Ecological Model Level
1. Increase availability of healthier food and beverage choices in public service venues. (RCSM #1)	3, 4, 5
2. Increase availability of healthier food and beverage choices in private sector businesses (grocery stores, restaurants, worksites, etc.).	3, 4, 5
3. Provide incentives for the production, distribution, and procurement of foods from local farms. (RCSM #6)	3, 4, 5
4. Increase the use of multi-component interventions that support the increase of fruit and vegetable consumption.	1, 2, 3, 4, 5
5. Enhance and encourage collaboration between food and nutrition social support programs.	1, 2, 3, 4

Objective 3.2: By 2013, increase the percentage of Iowa infants who are breastfed and increase the proportion of infants who are breastfed for at least six months.

Strategies	Socio-Ecological Model Level
1. Increase support for breastfeeding. (RCSM #11)	3, 5

Objective 3.3: By 2013 increase the percentage of Iowa adults and children who choose foods and beverages considered to be healthier. For these purposes, healthier is defined as: lower in fat, sugar, and calories; increased consumption of fruits and vegetables and whole-grain products.

Strategies	Socio-Ecological Model Level
1. Increase availability of healthier food and beverage choices in public service venues. (RCSM #1)	3, 4, 5
2. Increase availability of healthier food and beverage choices in private sector businesses (grocery stores, restaurants, worksites, etc.).	3, 4, 5
3. Restrict availability of less healthy foods and beverages in public service venues. (RCSM #7)	3, 4, 5
4. Institute smaller portion size options in public service venues. (RCSM #8)	3, 4, 5
5. Limit advertisements of less healthy foods and beverages. (RCSM #9)	3, 4, 5

Objective 3.4: By 2013, decrease the percentage of Iowa adults, youth and children who consume more than one 12-ounce serving of sugar-sweetened beverage each day.

Strategies	Socio-Ecological Model Level
1. Restrict availability of less healthy foods and beverages in public service venues. (RCSM #7)	3, 4, 5
2. Institute smaller portion size options in public service venues. (RCSM #8)	3, 4, 5
3. Limit advertisements of less healthy foods and beverages. (RCSM #9)	3, 4, 5
4. Discourage consumption of sugar-sweetened beverages. (RCSM #10)	3, 4, 5

Goal 4: Increase the percentage of lowans who participate in recommended amounts of physical activity.

Objective 4.1: By 2013, increase the percentage of adults who get the recommended amounts of physical activity each week and decrease the percentage of lowans who report no leisure time physical activity.

Strategies	Socio-Ecological Model Level
1. Enhance infrastructure supporting bicycling. (RCSM #17)	3, 4, 5
2. Enhance infrastructure supporting walking. (RCSM #18)	3, 4, 5
3. Enhance and encourage collaboration between physical activity social support programs.	1, 2, 3, 4

Objective 4.2: By 2013, increase the percentage of youth and children who participate in the recommended amount of physical activity every day in community settings.

Strategies	Socio-Ecological Model Level
1. Increase opportunities for extracurricular physical activity. (RCSM #14)	3, 4, 5
2. Improve access to outdoor recreational facilities. (RCSM #16)	3, 4, 5
3. Enhance infrastructure supporting bicycling. (RCSM #17)	3, 4, 5
4. Enhance infrastructure supporting walking. (RCSM #18)	3, 4, 5
5. Increase the amount of physical activity in child care/after school settings.	3, 4, 5

Objective 4.3: By 2013, increase the percentage of youth and children who participate in the recommended amount of physical activity every day in school settings.

Strategies	Socio-Ecological Model Level
1. Require physical education in schools. (RCSM #12)	3, 4, 5
2. Increase the amount of physical activity in physical education programs in schools. (RCSM #13)	1, 2, 3, 4, 5
3. Increase the amount of physical activity in schools.	1, 2, 3, 4, 5

Goal 5: Increase the percentage of lowans who limit TV and/or screen time.

Objective 5.1: By 2013, increase the percentage of lowans who limit leisure TV time to less than two hours per day.

Strategies	Socio-Ecological Model Level
1. Limit screen time in public service venues. (RCSM #15)	3, 4, 5
2. Design and disseminate messages to individuals and communities that limit screen time.	3, 4, 5