

Nutrition & Physical Activity

Promoting & Protecting the Health of Iowans

Division of Health Promotion & Chronic Disease Prevention

Phone: 515-281-6650

www.idph.state.ia.us/iowansfitforlife

www.idph.state.ia.us/nutritionnetwork



This year, the Iowa Nutrition Network conducted a point-of-purchase intervention at six high-volume grocery stores. The intervention included fresh, colorful signage and monthly demonstrations and tastings to engage shoppers. Signage in the produce department promoted fruit and vegetables through the social marketing campaign, Pick a **better snack**[™] & Act. Signage in the dairy department was staged with messages from the Network's low-fat milk campaign, *Their bodies change, so should their milk*. Messages and signage reinforce information delivered through school-based nutrition education and intervention in the retail environment is proven to be a powerful method of influencing consumer behavior. Initial sales data show that the average increase in sales of fruits and vegetables offered at demonstrations was 40%.

Did you know? 65% of adult Iowans are overweight or obese, up from 55% in 1995.

Why is Nutrition and Physical Activity important to promoting and protecting the health of Iowans?

- Obesity-related health problems cost Iowans \$783 million each year. Medicaid and Medicare cover about 46% of these costs.
- The rate of overweight and obese Iowans has dramatically increased among adults, teens, and children.
- Less than 14% of Iowans eat fruits and vegetables five or more times per day.
- In 2011, 74% of Iowa adults reported engaging in some sort of physical activity for exercise during the past month (other than their regular job).
- Iowans in poverty are less likely to eat nutritious foods than those with higher incomes. Iowans with incomes less than \$15,000 per year are more likely to be obese.
- Environments that support physical activity and proper nutrition provide a better quality of life for Iowans.
- Iowans who are physically active and eat nutritious foods are at a decreased risk for overweight and obesity, as well as cardiovascular disease, diabetes, cancer and osteoarthritis.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy behaviors

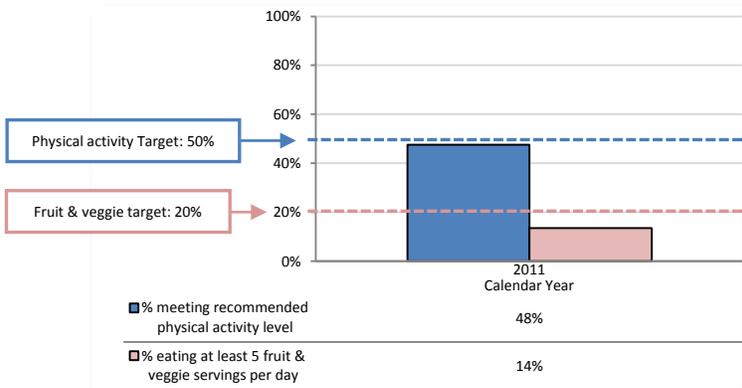
What do we do?

The vision of the Health Promotion Unit at IDPH is "healthy Iowans living in healthy communities." Programs within the Health Promotion Unit include 1) Iowans Fit for Life, 2) Iowa Nutrition Network, 3) Community Transformation, and 4) Healthy Communities. Key program initiatives:

- Make it easier for Iowans to eat well, be physically active, live smoke-free, and access preventive screenings. The healthy choice should be the easy choice.
- Bring state and local partners together to build networks dedicated to healthy eating and physical activity.
- Provide funding and support to create healthier environments where Iowans live, work, and play.
- Provide resources for communities and organizations to support improvements in nutrition and physical activity environments.

Percent of Iowa adults...

- ❶ eating 5 or more servings of fruits and vegetables per day.
- ❷ meeting the recommended level of physical activity.

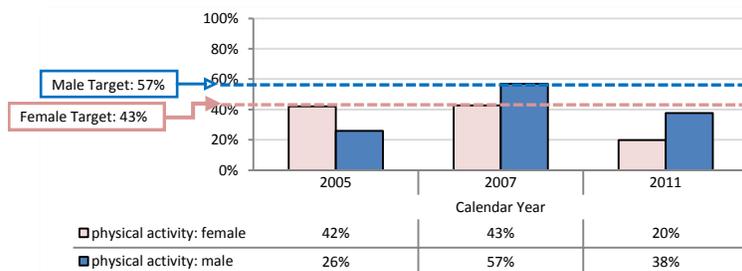
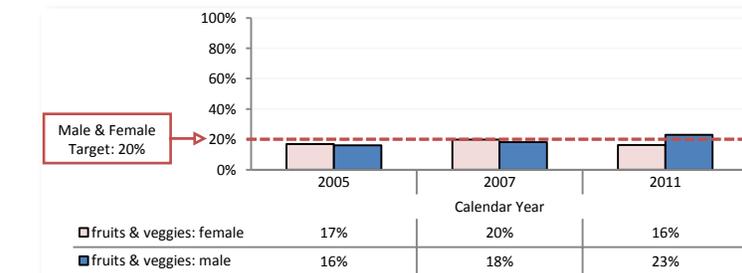


Data Source: Behavioral Risk Factor Surveillance System (BRFSS). Data are available every two years.

How are we doing? Healthy Iowans has the objective of 20% of Iowans eating five or more fruit and vegetables per day. The figure obtained from Iowa BRFSS of 14% falls far short of this goal. Only 48% of Iowans are getting the recommended physical activity. Nationally, Iowa ranked almost at the median on not engaging in leisure time physical activity. Iowa was at 25.9%, while the median for the nation was at 26.2%.

Percent of students...

- ❸ who ate 5 or more servings of fruits and vegetables per day during the past 7 days.
- ❹ who were physically active for a total of 60 minutes or more per day on 5 or more of the past 7 days.



Data Source: Youth Risk Behavior Surveillance System (YRBSS). Data are available every two years.

How are we doing? Overall, 19.7% of students in grades 9 through 12 reported eating five or more servings of fruit and vegetables per day during the past seven days. 29.1% of students reported being physically active for a total of 60 minutes or more per day on five or more of the past seven days. This represents a decrease from almost 50% in 2007.

What can you do to help?

1. Find out about resources that encourage healthy communities. Go to: www.idph.state.ia.us/pickabettersnack, www.idph.state.ia.us/iowansfitforlife, and www.idph.state.ia.us/CTG/Default.aspx
2. Share up-to-date nutrition information from the monthly Chef Charles newsletters that are written for older adults. Go to: www.idph.state.ia.us/nutritionnetwork/chef_charles.asp
3. Join a local coalition that promotes community health and wellness, encourage a friend to join you in healthy activities, and be an ambassador of wellness.

Expenditures

Health Promotion: general fund, federal funds, & private grants*: K05-0609; 0153-0562/0564/0752/0920/0924/0926/0934/0940/0944.

Iowa Nutrition Network: intra state receipts* (Dept of Human Services) 0153-1108/1112.

	State Fiscal Year 2011 Actual	State Fiscal Year 2012 Actual	State Fiscal Year 2013 Estimate
State funds	\$737,717	\$107,325	\$111,995
Federal funds	\$1,705,225	\$2,197,984	\$3,687,108
Other funds*	\$1,475,127	\$1,657,071	\$1,691,647
Total funds	\$3,918,069	\$3,962,380	\$5,490,750
FTEs	14.36	12.36	12.90

Note: Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.