

**What Iowa Groups outside Public Health Agencies Are Doing to Tackle the
Overweight/Obesity Epidemic: Results of a Survey, July 2004
Prepared by Kathleen Crawford, University of Iowa Graduate Intern**

AARP

Contact: Ann Black
Associate State Director
Communications
AARP
600 East Court Avenue
Des Moines, IA 50309
Phone: 515-697-1003
E-mail: ablack@aarp.org

Program: AARP Iowa 2004-05 Walking/Wellness Plan

Iowa AARP plans to join the national AARP in promoting walking and increased physical activity for over 365,000 AARP members and potential members in the Hawkeye State beginning in the summer of 2004 continuing through 2005 and beyond.

Phase One activities revolve around launching 10-week walking programs in partnership with health providers in the AARP target communities of Des Moines, Sioux City and Waterloo in August, and launching the new AARP walking web site, "Get Fit on Route 66." AARP will ask their health partners to provide trained staff to offer health screenings – weight, blood pressure and BMI readings. AARP will target members and potential members age 50-75 (with a focus on members, ages 50-65). These members will use pedometers; have the support of health providers, a peer/buddy, or the use of the interactive web site, "Get Fit on Route 66."

Immediately following the kick-off parties, the Iowa State Fair begins its 11-day run in Des Moines from Aug. 12-22. Walking for health will be a key component of the booth at the 2004 Iowa State Fair. AARP will plan to host a daily drawing to give away a total of 220 pedometers to fairgoers who register their interest in the 10-week walking/wellness information.

Future Plans: Starting in November/December, AARP will extend offers to its members to get involved in their own 10-week program, join the 2005 Lighten Up Iowa campaign, or get involved with the Iowa Volkspport Association. Based on the success and levels of interest in phase one events and activities, AARP will begin planning for a major walking or fitness event in 2005. AARP envisions planning a walking event for Iowans over 50 years old and their families in late April or early May 2005. Subsequent activities focus on expanding the 10-week campaign to consumers outside of Des Moines, Sioux City and Waterloo.

American Academy of Pediatrics

Contact: Dr. Rizwan Shah
Iowa Methodist Hospital
Children's Health Center
1212 Pleasant Street
Suite 300
Des Moines, IA 50309
Phone: 515-241-4311
E-mail: Rzshah@ihs.org

Future Program: For the next three years, the American Academy of Pediatrics has designated October as childhood obesity month. The Iowa chapter is coordinating information for physicians and patients. In addition, the organization is hosting a poster contest for children. They are also encouraging local pediatricians to make presentations in their communities.

American Cancer Society, Midwest Division

Contact: Kim Lansing
4080 1st Avenue NE
Cedar Rapids, IA 52402
Toll Free: 1-888-266-2071
Phone: 319-365-5241
Fax: 319-247-5683
E-mail: kim.lansing@cancer.org
Web site: www.cancer.org

Program: *Active for Life* is a 10-week initiative that encourages physical activity and healthy eating at work sites. Once individuals develop healthy habits, it becomes a part of the normal routine. The American Cancer Society (ACS) incorporates nutritional messages in all screenings and educational efforts. ACS is funded through donations, fundraising events, and grants. For more information, visit www.cancer.org or call 800-ACS-2345.

Three of the nation's leading not-for-profit health agencies – the American Cancer Society, American Diabetes Association and American Heart Association - are collaborating to empower Americans to help lower their risk of cancer, diabetes, heart disease and stroke by following a single set of recommendations. “Everyday Choices For A Healthier Life” is a three-year advocacy, public and professional education campaign based on four simple preventive strategies:

- Consume a healthy diet as a key component to achieving and maintaining a healthy body weight
- Be physically active
- Don't smoke and avoid tobacco smoke
- See a physician to assess your personal health risks

For more information about "Everyday Choices For A Healthier Life" visit www.everydaychoices.org or call 1.866.399.6789.

American Heart Association

Contact: Randy Yontz,
Public Advocacy Director, Iowa
Contact: Shannon Rudolph,
Community Heart & Stroke Director
1111 Ninth St., Suite 280
Des Moines, IA 50314
Phone: 515-244-3278
Fax: 515-244-5164
E-mail: randy.yontz@heart.org or shannon.rudolph@heart.org

Program: The American Heart Association has directed its efforts toward the importance of physical activity in school youth and the rising epidemic of obesity in students, which persists into adulthood. The association supports 150 minutes of physical activity for all elementary school students and 225 minutes per week for all secondary school youth. The association has partnered with Action for Healthy Kids (AFHK) to increase physical education in the schools. Because schools districts are independent, Iowa can be considered a low-readiness state in mandating physical education. Educating the public on daily physical activity along with funding problems and cuts in physical education teachers are huge challenges.

Simple Solutions: is a free program to help women incorporate simple healthy changes into their lives to improve their heart health. The first step is raising awareness about woman's greatest health threat, heart disease. Then, the program gives tips women can use in their daily routines to reduce their risk. They receive:

Simple Solutions Tip Cards containing helpful tips on nutrition, exercise, diet and stress;
Simple Solutions Newsletter, a quarterly online newsletter of tips, report findings from periodic polls, and feature stories on nutrition, physical activity, risk factors, and general wellness; and an Enjoy! cookbook full of recipes from the American Heart Association. Women who want to learn more about simple steps that can help improve their lives can join Simple Solutions by calling 1-888-MY-HEART or visiting [americanheart.org/simplesolutions](http://www.americanheart.org/simplesolutions) <<http://www.americanheart.org/simplesolutions>> .

Choose To Move: is a 12-week program, which shows women simple, practical ways to increase their physical activity. The focus is to help women build more physical activity into their existing routine, not creating new time-consuming routines. Women complete a registration form to enroll in the program. They then receive the Choose To Move handbook, which focuses on: Aerobic, strength-training and flexibility exercises, nutrition tips and recipes, weight management strategies and information on heart disease, stroke and associated risk factors. Women can enroll in the Choose To Move program by calling 1-888-MY HEART or visiting [choosetomove.org](http://www.choosetomove.org) <<http://www.choosetomove.org>> .

The American Heart Association, partnered with the American Cancer Society and the American Diabetes Association, has media campaigns that focus on obesity and everyday

choices for a healthier life at <[http://](http://www.everydaychoices.org)> www.everydaychoices.org. The web site offers information on maintaining a healthy weight, limiting alcohol and eating more fruits and vegetables.

Atlantic Coca Cola Bottling Company

Contact: Kirk J. Tyler
Atlantic Coca Cola Bottling Company
PO Box 519 Waukee
Waukee, IA 50263
Phone: 515-987-1931
E-mail: ktyler@atlanticbottling.com

Program: “Step with it” is a pedometer program targeted at fifth graders at selected schools. These students are rewarded for the measured steps that they accumulate. In addition to this program, Coca Cola has addressed the obesity issue by marketing Coca Cola C2, a drink that has half the calories, and carbs than regular Coke. Coca-Cola also promotes its diet products and water products to address this issue.

Des Moines University

Contact: Joy Schiller, M.S., CHES
Wellness Director
3200 Grand Avenue
Des Moines, IA 50312
Phone: 515-271-1589
Fax: 515-271-7006
E-mail: joy.schiller@dmu.edu
Web site: www.dmu.edu

Program: Des Moines University’s (DMU) primary focus in obesity management is targeted to its employees and students. DMU is officially designated as a Gold Well Workplace, and their efforts are directed to their campus population.

A Weight Watchers at Work program is available to all of its employees and students and has been going strong since July 1998. One of the great incentives that DMU is able to offer to DMU participants is a \$40 rebate to all who attend a minimum of seven of the 10 classes in each session. This program has been highly successful and well attended.

Dr. David Spreadbury, nutrition professor, provides outstanding nutrition lectures to all of DMU’s students and has significantly impacted its students on the importance of eating more nutritious. An important goal at DMU is to educate its students on both a personal and professional level, so when they become clinicians, they will counsel their patients on the importance of eating nutritiously and taking more personal responsibility for their own health.

Future Plan: They’re also excited about the nutrition teaching kitchen that is being built in their new 25,000 square foot Wellness Center. Eventually they hope to offer

preventive medicine electives so that DMU students can participate in classes that will teach them how to cook more nutritiously.

Participants in the WELLNESS\$ PAYS\$ program work toward goals in preventive/educational activities, physical activity, clinical measures, and emotional wellness to earn incentives. Behavior that is rewarded includes following a healthy diet, attending educational seminars, participating in physical activity most days of the week, strength training, maintaining a healthy weight, performing community services, and attending financial workshops in addition to sessions to help manage stress. A cash bonus of up to \$200, minus taxes, will be paid in July 2005, based on the goals achieved, assuming proper documentation is submitted. Participants who submit log sheets on a quarterly basis will be entered into quarterly drawings.

Employees who complete a Personal Wellness Profile (PWP) in July 2004 and attend the informational meeting that introduces the Wellness Pays incentive program receive a shoe certificate to Fitness Sports for a pair of shoes with a value of \$100 and a personal shoe fitting.

Genesis Medical Center

Janet Treftz-Allen, M.S.

Genesis Medical Center

1227 E. Rusholme

Davenport, IA 52803

Phone: 563-421-7071

E-mail: TreftzAllen@genesishhealth.com

Future Plans: Genesis Medical Center will soon have several services to address the obesity issue besides its bariatric surgery program. In the fall, Genesis Medical Center plans to offer an obesity program for all ages with the aid of a dietitian, in addition to instructing an exercise program for people who are 40 pounds overweight. In October they will initiate the *Shapedown* program, a family-based weight management program, utilizing the expertise of an exercise specialist and dietitian in a 12-week program for parents and children.

Iowa Academy of Family Physicians

Contact: Janet Wee

Executive Secretary

100 East Grand Ste. 170

Des Moines, IA 50309

Phone: 515- 283-9370

E-mail: janetwee@iaafp.org

Web site: <http://www.iaafp.org>

Program: Last year, the Iowa Academy of Family Physicians (IAFP) had educational programs on weight management at their fall CME Forum. This year in August 2004 IAFP will have the following lectures dealing with nutrition.

1. A Review of Popular Diets, High Protein, Low Protein, High Carb, Low Carb, What's a Person to Eat by Katherine Mellen, MA, RD, LD
2. The Role of the Office of Dietary Supplements at National Institutes of Health by Christine Swanson, PHD.
3. Bariatric Surgery by Stephen Sundeberg, MD
4. Dr. Paul James from the IRENE Research Network will make a presentation on the network's diabetes studies.

Future Plans: In addition, the American Academy of Family Practice (AAFP) has a new program called AIM (Americans in Motion). At their meeting in August, they will measure the weight and body mass of their registrants to determine "How Fit Is Our Specialty." Informing the doctors about their own health will reinforce the importance of educating their patients on obesity. This is an important issue for both the AAFP and the IAFP. IAFP will have articles in its magazine on the issue.

Iowa Beef Industry Council

Contact: Nancy Degner
Iowa Beef Industry Council
P.O. Box 451
2055 Ironwood Ct.
Ames, IA 50010
Phone: 515-296-2305 ext. 216
Fax: 515-296-4873
E-mail: nancy@iabeef.org
Web site: www.iabeef.org

Programs: No formal obesity initiatives are offered. However, they do educate adults with educational materials about reducing fat intake through preparation and selection of lean cuts of meats. The Iowa Beef Industry Council is also a part of the Central Iowa Wellness Council. In addition, the council provides educational resources and video kits on nutrition for elementary teachers. The cattle producers fund the Iowa Beef Industry Council.

Iowa Consortium for Comprehensive Cancer Control

Contact: Heidi Petersen MS, RD, LD
Oncology Nutrition Specialist
Mercy Cancer Center
411 Laurel, Suite A110
Des Moines, Iowa 50314
Phone: 515-643-8206
Toll-free 1-888-221-4849
E-mail: hpetersen@mercydesmoines.org

Obesity increases the risk of some cancers in both men and women. Increasing evidence particularly links obesity to the risk of post-menopausal breast cancer, and also supports

increased risk of cancers of the colon, prostate, endometrium, kidney and esophagus (AICR, 2001).

Compared to other states, obesity is a significant problem in Iowa. There are only 11 states with higher obesity rates than Iowa. Data from the 2001 BRFSS show that almost 23 percent of Iowans are obese, higher than the national median of 21 percent. An additional 37 percent of Iowans are overweight. The percentage of Iowans who are overweight and obese has steadily increased over the past 10 years.

The Obesity Prevention Implementation Group of the Iowa Consortium for Comprehensive Cancer Control is working to address this cancer problem. The group is composed of 33 people representing cancer center from across the state, Iowa Department of Public Health, Iowa State University Extension, Iowa Parish Nurse Association, Ecumenical Ministries of Iowa, and others.

Program: The group's goal is to support *Lighten Up Iowa*, a statewide campaign to reduce the prevalence of overweight and obesity among Iowans by increasing physical activity and improving food choices. Registered dietitians from cancer centers across Iowa promote Lighten Up Iowa within their institutions. An informational sheet about the link between obesity and cancer risk along with healthful lifestyle hints will be developed by the workgroup. The sheets will be distributed to the team captains for *Lighten Up Iowa*.

Another project that the Obesity Prevention Implementation Group is working on is a packet of information to be provided to family-care physicians. The group is partnering with the Iowa Dietetic Association on this project.

Iowa Department of Education

Contact: Charlotte Burt
Iowa Department of Education
Grimes State Office Building
Des Moines, IA 50319
Phone: 515-281-5327
E-mail: Charlotte.Burt@iowa.gov

Contact: Julia Thorius
Iowa Department of Education
Grimes Building
Des Moines, IA
Phone: 515-281-4757
E-mail: Julia.Thorius@iowa.gov

Program: The Bureau of Food Nutrition provides strategic planning on nutrition. The learning support group offers nutritional planning statewide and nutritional support for children so they are properly nourished and provided with physical activity.

The United States Department of Agriculture (USDA) started Team Nutrition in 1995 to increase the nutritional value of school meals, after a 1993 study showed the meals were not meeting dietary guidelines. Team Nutrition helps food service employees prepare quality meals that conform to the Dietary Guidelines (Iowa Department of Education [IDOE], 2004). Team Nutrition's goal is to encourage children to eat more fruits, vegetables, and grains, eat a variety of foods, lower fat intake of foods and increase physical activity. Messages are age appropriate; target school-age children, and all Iowa public school districts are required to participate. Private schools are not mandated to participate.

The USDA gave a two-year Healthy School Meals Training Grant in 1997 to Iowa that allowed the IDOE to support Team Nutrition (TN) programs in 25 school districts and develop *Pick a better snack* (IDOE, 2004). In 2003 Iowa Team Nutrition focused on “(1) Establishing a state level model and mechanism for long term Team Nutrition support by reaffirming the membership of the Iowa TN core team; strengthening the TN partners; preparing an electronic newsletter and updating TN web site; posting TN resources via Iowa Public TV; and integrating TN criteria into the regular IDOE CRE review process. (2) Recognizing TN programs and TN schools by encouraging schools to sign up as TN schools and fostering media support of state level TN initiatives. (3) Fostering increased utilization of TN resources by offering training and workshops to school and child-care staff, offering a variety of distance learning events and offering mini grants to support the utilization of the TN resources” (Team Nutrition, 2004). Currently, IDOE is implementing two additional Team Nutrition grants – a two-year demonstration grant and a two-year training grant aimed at pre-kindergarten childcare and day-care settings.

Improving school nutrition is essential. Studies show that well-nourished students perform better academically. The U.S. Department of Health and Human Services show students eating breakfast achieve better in school and function better emotionally and behaviorally. A California Department of Education study showed students that were more physical fit also performed better academically (Iowa Interagency Health Promotion Communities and Schools team, Department of Education, 2003).

Iowa Department of Education

Contact: Ed Thomas, Ed.D.
Grimes State Office Building
Des Moines, IA 50319
Phone: 515-281-3933
E-mail: ed.thomas@ed.state.ia.us

Program: The Iowa Department of Education's Health and Physical Education Consultant works through Local Education Agencies and Area Education Agencies to provide technical assistance for K-12 school health and physical education programs.

Iowa Department of Natural Resources

Contact: Michele Wilson

Iowa Department of Natural Resources
Wallace Building
502 E. 9th Street
Des Moines, IA 50319
Phone: 515-281-8675
E-mail: michelle.wilson@dnr.state.ia.us

Program: Iowa Department of Natural Resources does not specifically target obesity.

Future Plans: Iowa Department of Natural Resources plans to model the President's and Department of the Interior's program "Get Fit with US." The program encourages people to use waterways and hiking trails. The program is part of the President's Healthier US initiative to improve the nation's fitness (US Department of the Interior, 2004).

Iowa Department of Transportation (DOT)

Contact: Kathy Ridnour
Bicycle and Pedestrian Transportation Planner
Office of Systems Planning
Iowa Department of Transportation
Phone: 515-239-1713
Fax: 515-233-7857
E-mail: kathy.ridnour@dot.iowa.gov

The Iowa Department of Transportation (DOT) does not have specific programs designed to address the obesity crisis in Iowa; however, two activities could indirectly help to lessen the state's obesity epidemic. These activities are: 1) development of trails and 2) bicycle safety, and these activities are ongoing.

1) The DOT administers state and federal funding for trails development. Off-road, shared-use paths are developed as well as paved shoulders and bicycle lanes on highway projects. The presence of these facilities should encourage more activities such as bicycling, walking, skating, rollerblading, jogging, etc. The targeted population is all ages.

2) The DOT's bicycle safety program is geared toward Iowa's youth and includes safety curriculum for third and fourth graders and also a variety of free safety materials. A primary focus for the program is to increase helmet usage - thus, the slogan - "Bike helmets, don't hit the road without one."

Iowa Food Service Association

Contact: Virginia Bechtold
Council Bluff Schools
801 S. 16th St.
Council Bluff, IA 51501
Phone: 712-328-6416

E-mail: vbechtol@cbsd.org

Programs: The Iowa Food Service Association presents five workshops: one in February, two in March, and two in April throughout the state in the five congressional districts. Last spring, the workshop was titled “Are you willing to combat childhood obesity? The program target population was physical education teachers, the community, family consumer science teachers, food-service professionals, nurses, school board, superintendents, and school principals. The Department of Education Bureau of Food and Nutrition, Iowa State University Extension, Iowa Department of Education, and Iowa Fit Kids led the program. This workshop trained members to work as a nutrition team. During the spring session, a five-hour program entitled healthy cuisine was conducted to train members on healthy food preparation.

Future Plans: A nutrition meeting will be conducted in November 2004 sponsored by the Dairy Council and Iowa State University. The nutrition seminar’s target population is dietitians and nurses. One topic will be how the obesity issue affects cooking for children.

Iowa Health System

Contact: Mary Ann Abrams, MD, MPH
Clinical Performance Improvement
Iowa Health System
1200 Pleasant St.
Des Moines, IA 50309
Phone: 515-241-3458
Fax: 515-241-5059
E-mail: ABRAMSMA@ihs.org

Program: The Iowa Health System is developing an organizational strategic plan to address overweight/obesity at the clinical, work force, and community levels. Current efforts include: pilot telephone-based employee wellness program targeting those with overweight/obesity via intensive counseling about behavior change, nutrition, and physical activity; several affiliate programs to support employees in weight reduction and physical activity; organization-wide participation in Lighten Up Iowa; and a bariatric surgical program.

Iowa Hospital Association

Contact: Gail Meyer
100 East Grand
Des Moines, IA 50309
Phone: 515-288-1955
E-mail: meyerg@ihaonline.org

Program: Iowa Hospital Association (IHA) has a well-equipped exercise room for its employees, and dedicates \$250 per employee for some type of wellness. Each employee has an additional \$150 if the employee has achieved a body weight goal.

Future Plans: IHA is considering health-risk screening and lunch-and-learn sessions on wellness topics.

Iowa Medical Society

Contact: Denise Hill
1001 Grand Avenue
West Des Moines, IA50265
Phone: 515-223-1401
E-mail: dhill@iowamedical.org

Program: The Iowa Medical Society (IMS) received a one-year Wellmark Foundation grant to address early childhood obesity. Key project partners include the Iowa Department of Public Health, Iowa Chapter of the American Academy of Pediatrics, and the Iowa Chapter of the American Academy of Family Physicians. This is a physician-focused initiative designed to assist physicians in counseling pediatric patients (ages 0 to 5) and their parents about the importance of nutrition and physical activity. The grant will include a white paper with Iowa-specific guidelines developed by a panel of Iowa experts. The white paper will be incorporated into a physician education program and will provide the basis for development of relevant materials for a clinic-based pilot initiative. The program is constructed so that the content of all education and materials is evidence-based, emphasizes health literacy, and is culturally/racially appropriate. If possible, the guidelines will also be incorporated into the pilot site's existing materials (i.e. well-child exam). A pre-test/post-test will be used to evaluate the impact of education and materials. Project partners intend to publicize and present outcomes of the grant and pilot initiative at various conferences and venues with the hope that the guidelines, education program, and materials will eventually be used statewide.

Iowa Park and Recreation Association

Contact: Steven E. Jordison
Executive Director
Iowa Park and Recreation Association
1534 Penrose Street
Grinnell, IA 50112
Phone: 641-236-8282
E-mail: jordison@pcpartner.net

Programs: The association does not have formal obesity initiatives. However, the individual departments that make up the Iowa Park and Recreation Association offer several programs including: fitness classes, massage therapy classes, swimming, aqua aerobics, and weight training. The target population generally is adolescents to the elderly of all socioeconomic levels. The organizations offer classes in 110 municipal departments in Iowa, and are funded through user fees and taxpayer dollars.

Iowa Partners for Healthy Kids

Contact: Katherine Thomas Thomas, PhD

Associate Professor of Health and Human Performance
251 Forker Bldg.
Ames, IA, 50011-1160
Phone: 515-294-8677
E-mail: ktthomas@iastate.edu

Iowa Partners for Healthy Kids is the name of the Action for Healthy Kids state team. The partners mirror the national coalition and include partners such as the Iowa Dietetics Association, Iowa Association for Health, Physical Education, Recreation and Dance, the Iowa Association of School Boards, and the American Heart Association. The partners selected three state level goals from the Surgeon General's Commitment to Change (2000):

Their core mission is increasing physical activity and improving nutrition in school settings. Specifically, they are committed to educating and advocating for daily physical education for grades k-12 and to providing the appropriate physical and health education focused on controllable risk factors, and food choices consistent with the dietary guidelines.

Program: The Iowa Partners for Healthy Kids has a two-year action plan, has conducted 5 workshops statewide, a state summit and is in the process of forming local teams in all 99 counties.

Iowa Rural Health Association

Contact: Mary Weaver
Iowa Rural Health Association
1805 B Avenue
Rippey, IA 50325
Phone: 515-436-7679
E-mail: maryweaver@prairieinet.net

Program: The Iowa Rural Health Association does not currently have any initiatives to address the obesity issue or even a policy statement about obesity in the rural areas.

Future Plans: If a plan should be developed in the future, the Iowa Rural Health Association would like to be a partner in the implementation.

Iowa Public Health Association

Matt L. Hobson, MA
Epidemiologist
Iowa Department of Public Health
435 Martin Road
Waterloo, IA 50701
Phone: 319-232-5649
Fax: 319-232-5731
E-mail: mhobson@idph.state.ia.us

Program: In March 2004, Iowa Public Health Association was a co-sponsor of the Public Health Conference in Ames. At this event Paula Duncan MD and Marion Nestle, PhD spoke about obesity and food politics issues.

Iowa State University

College of Education

Department of Health and Human Performance

Contact: Jerry R. Thomas, Ed.D.

Chair and Professor

Department of Health and Human Performance

Interim Associate Dean for Research and Graduate Studies

College of Education

Iowa State University

Ames, IA 50011

Phone: (515) 294-8009

Fax: (515) 294-8740

E-mail: jrthomas@iastate.edu

HHP Homepage: www.educ.iastate.edu/hhp/homepage.htm

Research: This year, Dr. Joe Eisenmann, Dr. Paddy Ekkekakis, Dr. Katherine Thomas Thomas, and Dr. Greg Welk have submitted several proposals to National Institutes of Health.

Program: Katherine Thomas Thomas has been involved in Healthy Kids Iowa, Team Nutrition, and other ventures. She has developed a statement on the importance of daily physical activity in the schools.

Future Plans: They hope to advertise and hire a new faculty member next year with a focus on physical inactivity and health.

Iowa State University Extension

Contact: Susan Klein

ISU Extension

5201 NE 14th St.

Des Moines, IA 5013

Phone: 515-263-2660 ext. 4213

E-mail: sklein@iastate.edu

Program: Iowa State University (ISU) Extension raises awareness of overweight issues through partnerships such as *Lighten Up Iowa* and youth programs such as 4H. Trained staff model healthy lifestyles and work with groups who impact the overweight issue. The extension office obesity/overweight vision is to have Iowans eat their fruits and vegetables. ISU extension works in several counties around the state, and has over 200 partners, which include the chamber of commerce, schools, religious organizations, and wellness centers. The Des Moines office works with nine counties. Different counties have different projects. It is funded through federal, state, county grants, and contracts.

Current Issues on Nutrition, an ongoing program for 30 years, in 2003 feature the topic, *Childhood Overweight- what can health professionals do about it?* This seminar was viewed via satellite and over 600 sites around the country downloaded it. The target population was nurses, physical education instructors, community planners, and dietitians. Another Current Issues on Nutrition was Metabolic Syndrome or Syndrome X, which discussed the syndrome and treatment. The targeted groups were pharmacists, physicians, nurse practitioners, and physician assistants.

ISU Extension focuses on several issues including obesity and food safety and presents information to groups on this topic. One presentation was *Carb 101- Understanding diet*. In addition, they educate about healthy eating for children. They also promote *Pick a better snack*.

ISU Extension also offers PACE plus, Patients Center Assessment Counseling for Exercise and Nutrition. After patients fill out a one-page questionnaire and the questionnaire is analyzed, the physician is alerted to which stage of change the patient presents at the office. By recognizing the patient's stage of change, a doctor is able to tailor his or her message to affectively address the patient's physical activity needs. The patient is then followed up with a post card or a call from the office manager.

Lighten Up Iowa

Contact: Kim Nanke

PO Box 2350

Ames, Iowa 50010

Phone: 515-707-1832

Toll Free: 888-777-8881 X 6

E-mail: kim@iowagames.org

Program: Lighten Up Iowa is a five-month competition that encourages Iowans to develop healthy activity and eating habits. Iowans are encouraged to form teams (two to ten people) and then go the distance. Team competition will recognize achievement in two areas; weight loss (due to healthy appropriate diet and physical activity) and accumulated activity in the form of miles. For a low cost of \$10 per person, teams receive weekly nutrition and activity tips, a training t-shirt and free entry into the Iowa Games' volkswalk. The program first started in 2002 and was launched statewide in 2003. In 2003, over 11,700 participants from all 99 Iowa counties lost 23.5 tons of weight and accumulated 2.5 million miles of activity. In 2004, the program had 8,485 participants on 1,150 teams. The top three teams in each division are honored at the Summer Iowa Games V.I.P reception.

In 2004, Lighten Up Iowa began a new program for Iowa youth called Go the Distance. Go the Distance is a free, four-month competition that focuses on increasing physical activity. If a team averages 250 miles per person during the four-month program, the team qualifies to be included in a drawing for one of three monetary awards (\$1000 - \$500 - \$250).

The first annual Go the Distance Day took place on May 12, 2004 in celebration of National Fitness Month. This Go the Distance Day is a one-day event in Iowa schools to inform children about the benefits of physical fitness and show them it's easy and fun to be physically active. Schools plan a 30-minute activity during which every child in the school is performing an aerobic activity. If the school has 100 percent participation, the school will be put in a drawing to win one of five (5) \$500 awards. Over 20,000 students participated in this one-day event.

Future Plans: In 2005, Lighten Up Iowa and Go the Distance will start on January 19.

Medicare

Contact: John Olds, MD
Blue Cross/Blue Shield of Alabama
Cahaba GBA, 400 East Court
Des Moines, IA 50309
Phone: 515-471-7377
E-mail: jolds@cahabagba.com

Programs: Medicare does not have programs that address obesity formally, except for surgery for the morbidly obese and weight reduction as a part of patient education for diseases such as diabetes.

Mercy Medical Center

Contact: Annette Bair
Vice President for Mission and Ethics
6th and University Avenue
Des Moines, IA 50314-3190
Phone: 515-643-4553
E-mail: abair@mercydesmoines.org

There is a great need for weight loss programs through out the United States and many opportunities to assist patients in weight loss. The biggest challenge is getting insurance to assist with costs to see dieticians and physicians for weight loss efforts or making it affordable for patients that are not able to pay for services. Mercy Medical Center is aware of the need to assist overweight and obese patients and these are the programs that have been developed.

Programs: Mercy Center for Weight Reduction at Mercy Capitol is a comprehensive program that assists overweight/ obese patients in weight reduction. Mercy has a medical and a surgical component to its program.

The medical portion consists of the Optifast program that is a medically supervised meal replacement program. This program has a free informational session held every week and a person may signup at anytime to join the program. Another medical option includes meeting with a dietitian, exercise specialist, and or physician to assist with weight loss.

The surgical portion consists of Gastric Bypass Roux en Y. This has a free informational session held every three weeks and if one qualifies for the program, he or she is seen by a physician and begins the process for surgery

The Des Moines Independent Community School District partnered with Mercy Medical Center to provide an Overweight Child Prevention and Intervention Program in the 2003-2004 academic year. Just for Kids! is a one-hour a week, eight-week program. This program served 350 students in the fourth grade at Brubaker, Lovejoy, and Moulton Elementary Schools. The Just for Kids! prevention curriculum was integrated into the existing health curriculum at these schools, and teachers assisted in teaching this curriculum by a Mercy registered dietician. This program emphasized awareness and knowledge of good nutrition, weight management skills, and the importance of physical activity. Learning good nutrition and the importance of physical activity are the main focus for this program. Weight loss is not encouraged. Eighty-three percent of the students who completed the class showed an improvement in their knowledge of nutrition and physical activity.

The Level II Prevention/Intervention Program, *Shapedown*, was held one evening a week for 90 minutes over a 10-week period. This program served district students ages 8-12 who were referred to the program by a school nurse from any elementary school. A registered dietitian, art therapist, and recreation therapist from Mercy Medical Center lead this program. The goals of this program are for the participants to normalize their weight, improve obesity-related behavior, improve affects, facilitate development, and increase knowledge of weight management skills. Family members were encouraged to participate in wellness education while their children are participating in the intervention program.

Future Plans: The Des Moines Independent Community School District and Mercy Medical Center are continuing to collaborate. Together, they have submitted a BASICS grant, which will continue and expand Just for Kids! into 27 elementary schools in the 2004-2005 academic year, if funded.

Shapedown was held initially in the September 2003 and was held for four sessions. 25 families signed up to participate. Due to poor attendance, the program was cancelled after four sessions. Individual sessions with families were offered in January 2004. Currently, this program is being re-tooled, and will be offered again in a different format in the fall of 2004.

Meskwaki Healthy Start

Contact: Mary Shuckahosee
Case Manager/Childbirth Educator
Meskwaki Healthy Start
349 Meskwaki Road
Tama, IA 52339
Phone: 641-484-6442
Fax: 641-484-5609

E-mail: nphsmary@pcpartner.net

Program: Meskwaki Healthy Start does not currently have initiatives addressing the issue of obesity.

Mid-Iowa Community Action

Contact: Pat Hildebrand, MS, RD, LD

Health Services Director

1001 South 18th Avenue

Marshalltown, IA 50158

Phone: 641-752-7162 ext. 143

Fax: 641-752-9724

E-mail: pat@micaonline.org

Program: Mid-Iowa Community Action (MICA) has participated in the Women's Infant's and Children's program (WIC)/ISU Veggie Grant Project. Through this effort, they are trying to increase the consumption of vegetables among WIC children. Every year in June, MICA focuses on 5 A Day in nutrition education for the WIC population in an eight-county area. This education class is at the same time as distribution of the WIC Farmer's market checks. Other nutrition classes have focused on exercise, drinking water instead of high calorie liquids, and cooking nutritious recipes. In the WIC/Maternal Child and Health program grant application, one of the action plans addresses childhood obesity. Action steps have contained agency activities from 2000 to 2005.

Dietitians working in the MICA Head Start program to complete diet assessments and counsel parents, focus on low fat foods, fruits, and vegetables when writing menus, encourage exercise in the classroom, emphasize fruits and vegetables in classroom activities and newsletters that are sent to parents. WIC newsletters also focus on proper diet and exercise and include recipes.

Midwest Dairy Association and Dairy Council

Contact: Molly Pelzer, R.D., L.D.

Midwest Dairy Association and Dairy Council

1531 240th St.

Tipton, IA 52772

Toll free: 1-800-406-Milk (6455)

Phone: 563-886-6020

Fax: 563-886-6101

E-mail: mpelzer@midwestdairy.com

Web site: www.midwestdairy.com

Program: *Dairy Makes a Difference* grants were available in April 2004 for school-based projects that promote better nutrition through the consumption of milk, cheese, and/or yogurt as part of a school's overall efforts to improve the school nutrition environment. Grants were \$1,000 or less. Grants were given on the ability of the program to complement with the existing school meal program and utilize a cross-functional team.

Several schools have acquired the grants. Remison Union, located in Remison, will purchase milk vending machines with other monies. They will evaluate pop and dairy consumption in vending machines. Students will write articles on osteoporosis. Hills Elementary, located in Hills, will conduct the program Calcium for Kids, which attempts to increase dairy food intake in parents and students. In addition, dairy nutrition education is incorporated into the health and science curriculum. In Holmes Junior High, located in Cedar Falls, the school plans to offer samples of healthy dairy snacks and teach about the importance of dairy foods in the diet. Goodrell Traditional School in Des Moines will have the program *Making a Better Choice*, where the curriculum will in part focus on dairy. In Newton, Thomas Jefferson Elementary will initiate the program *Eat Right Play Hard*. The grant will allow the school to begin the yearlong celebration of an improved healthy school environment.

Midwest Dairy Association and Dairy Council

Nikki Stahr

Midwest Dairy Council

101 NE Trilein

Ankeny, IA 50021

Phone: 515-991-5409

E-mail: nstahr@midwestdairy.com

Web site: www.midwestdairy.com

Program: The Midwest Dairy Council awarded a 3-A-Day grant to the *Committed to Kids Program*. In this program, a coalition of health-care providers in Des Moines and central Iowa will work to manage and prevent youth obesity in a 16-week club. Through weekly educational and support meetings, the goal will be to educate youth 9-18 years old and their parents about selecting healthy food choices including three servings of low fat dairy everyday. They also will be encouraged to initiate and maintain regular physical activity and will be assisted in fostering a healthy body image.

Principal Financial

Contact: Kaye Halvorson

Wellness Department Manager

Principal Financial

711 High Street

Des Moines, IA 50392

Phone: 515-247-6593

E-mail: halvorson.kaye@principal.com

Program: Employees and immediate family members can take advantage of Internal Wellness Programs. Principal Financial's vision is to improve the health of its employees. The organization has six on-site facilities, which provide various workouts such as cardio strength training, yoga, Pilates, and martial arts. They provide educational workshops that focus on nutrition, fitness, stress management, and other various classes.

Special Olympics

Contact: Judy Conlin
3736 Woodland Avenue, Suite 325
West Des Moines, IA 50266
Phone: 515-267-0131 Ex. 226
Fax: 515-267-0232
E-Mail: jconlin@soiowa.org

Program: The athletes served by Special Olympics Iowa are children and adults who may face a life of obesity and other health related illnesses due to a sedentary lifestyle. Coaches/trainers with Special Olympics Iowa provide exercise and training programs, tailoring those exercises to a range of cognitively disabled athletes, from severe and profound to high functioning. The competitive Games and events provide motivation for year-round exercise. A recent addition is a health promotion program designed to encourage healthy eating and lifestyle choices and fun ways to increase physical fitness. The agency reaches approximately 12,000 disabled Iowans with a variety of programs.

Future Plans: In 2007, Special Olympics is hosting the National Special Olympics.

The Global Health Corps

Contact: Annie Vander Werff
Head of Operations
University of Northern Iowa
Global Health Corps
Cedar Falls, IA 50614-0241
Phone: 319-273-6411
Fax: 319-273-6413
E-mail: annie.vanderwerff@uni.edu

The Global Health Corps at the University of Northern Iowa, the Northeast Iowa Food Bank, Iowa State University Extension, and Hawkeye Valley Area Agency on Aging make up the Black Hawk County Senior BASICS Nutrition Coalition.

Program: The coalition is currently working to address the food security and obesity issues among seniors (65 years and older) in Black Hawk and Tama counties. The target population groups include low-income African American, Bosnian, Native American, and Caucasian seniors. They also work with the youth (grades K-9) at the Meskwaki Settlement School in Tama to address issues related to obesity.

The strategies used to carry out this program include the presentation of nutrition and physical activity education programs that are age and culturally appropriate for the audience presented to utilize the *Pick a better snack* campaign, *Growing in the Garden*, *Chef Charles* and other curriculum materials.

The coalition initially worked together to conduct a needs assessment to determine the food security and food resource management issues facing the Black Hawk County low-income seniors in 2001. Since that initial baseline survey, regular, annual nutrition and

physical activity programs have been developed and disseminated to address the needs of the seniors. The program is expected to continue through the next five years.

The work has been primarily supported through funding that the IDPH Bureau of Nutrition receives from USDA in support of the BASICS project.

University of Iowa Center for Disabilities and Development

Anne Tabor, M.P.H., R.D./L.D.
Center for Disabilities and Development
University of Iowa
314 HS
Iowa City, IA 52242
Phone: (319) 356-1322
E-mail: anne-tabor@uiowa.edu

The Center for Disabilities and Development (CDD) has been providing interdisciplinary (pediatric specialists in nutrition, physical therapy, psychology + nursing, social work, recreation therapy and medicine) weight management assessment, and intervention services for children and adolescents throughout the state, usually in coordination with Pediatric Endocrinology, University of Iowa Hospitals and Clinics. CDD has provided both inpatient and outpatient services but has now focused on outpatient intervention because of inpatient reimbursement issues. Nutrition staff from CDD has been integral in promoting awareness of the problem of childhood obesity with involvement in healthy lifestyle public health initiatives, public policy development and educational programs for both health-care professionals and community providers.

They currently are exploring new service delivery options with other members of the University of Iowa Hospitals and Clinics to best utilize resources and expertise with hopes to provide evidence-based, effective, family-based, developmentally appropriate weight management services for children and adolescents.

University of Iowa

Dr. John Lowe, MPH, Dr. PH, FAHPA
Community and Behavioral Health
University of Iowa
E225 A GH
Iowa City, IA 52242
Phone: 319-384-5381
E-mail: john-lowe@uiowa.edu

Research: The University of Iowa's Prevention Research Center's (PRC) is working with two communities, Sigourney and Marengo, to address the obesity issue. Last year, a baseline survey was conducted that included measures of diet, exercise, and BMI. The results are currently being shared with the communities of Sigourney and Marengo. About 73 percent of adults in each place were found to be overweight or obese. As expected, national recommendations regarding fat intake and exercise are not being met. They will be repeating most of these measures in a couple of months.

Members of the community volunteered to conduct food tasting/demonstrations during the farmers' market last year. They handed out samples of healthy foods using donated vegetables from the various farmers there along with nutrition information and brochures. The PRC helped provide the brochures and technical assistance in choosing appropriate recipes. The PRC may repeat it this summer if there are volunteers willing to do it.

Programs: The PRC also worked with Coca-Cola to have a walking contest called "Step into Spring" that just recently ended. They had about 450 people from across Keokuk County participate in teams to see which team could accumulate the greatest number of steps using pedometers donated by Coca-Cola. There were some prizes for the winning teams, and the PRC collected before and after data from participants, which is in the process of being analyzed. The community leaders are hoping to capitalize on the enthusiasm of this contest to mobilize support for development of a walking trail in Sigourney and also to conduct some other health-promoting activities to be determined.

Students in the high school health class made some posters encouraging other students to make healthier choices from the vending machines in the schools. The posters were at least partially paid for by Coke and Pepsi, who also had the opportunity to promote their healthier products.

Future Plans: Although the PRC did not receive funding renewal for the next five years, they continue their efforts to train and encourage community leaders to take ownership of existing initiatives so that this kind of work will continue. They are also seeking alternative funding sources for projects that involve and are of interest to the community. They want to make the most of these collaborative ties that have already been established in the community.

University of Iowa

College of Public Health

Contact: Linda Snetselaar

2734 S.B.

University of Iowa

Iowa City, IA 52242

Phone: 319- 335-9624

E-mail: linda-snetselaar@uiowa.edu

Research: The National Institutes of Health research grant will include use of the Muscatine cohort families, some of whom are now grandparents. Snetselaar's goal is to study feeding practices in families and connect these with genetic data related to obesity.

Program: University of Iowa's College of Public Health has been asked to go into the Muscatine school system to work with nutrition and exercise. They are just beginning conversations with leaders in the school who plan the curriculum.

Future Plans: They are also in conversation with a major cereal company in the hope of establishing a nutrition center. This center would be focused on helping Iowans and the nation improve the quality of their diets.

University of Iowa Hospitals and Clinics

Khurram Qadir, MD

Assistant Professor
Gastroenterology-Hepatology
University of Iowa
Phone: 353-7796
Fax: 353-6399
E-mail: khurram-qadir@uiowa.edu
Web site: www.uihealthcare.com/weight

Program: At the University of Iowa, Dr. Qadir has developed a comprehensive weight management called UI Weight Management, which started in August 2003. The UI Weight Management provides evidence based comprehensive care for overweight and obese people.

The University of Iowa has increased the emphasis on obesity education in their medical school curriculum. Dr. Qadir focuses on obesity education of physicians in Iowa, (via ICN). There is a significant effort towards educating health-care providers at all levels.

University of Northern Iowa

Contact: Larry D. Hensley, Director
UNI Youth Fitness & Obesity Institute
203 Wellness/Recreation Center
University of Northern Iowa
Cedar Falls, IA 50614
Phone: 319.273.6442
E-mail: Hensley@uni.edu

Program: Youth Fitness & Obesity Institute. The UNI Youth Fitness & Obesity Institute was established in 2001 with funding from the Centers for Disease Control and Prevention (CDC) to address the physical activity and nutrition needs of children and adolescents, particularly those residing in small towns and rural communities. The Youth Fitness & Obesity Institute provides the basic infrastructure and serves as a coordinating center for a multi-faceted approach involving several independent, yet related programs that address the physical activity and nutrition needs of children and adolescents. Outreach efforts have been undertaken to build partnerships with other agencies and institutions that seek to promote physical activity and good nutrition for youth. Following is a description of the current projects:

PANARY – Physical Activity and Nutrition Among Rural Youth (Project Coordinator: Beth Nicklay, enicklay@uni.edu, 319-273-7264). The PANARY Project targets Iowa schools and includes four components: (1) professional development training and technical assistance to physical education teachers and other school personnel, (2) selection, development, and dissemination of healthy eating and physical activity resource materials to school administrators and program providers, (3) curriculum consultation, and (4) conducting school-based needs assessment, ongoing surveillance of dietary and physical activity behaviors of youth, and supporting research

activities. Currently, more than 60 schools across Iowa have participated in the PANARY Project.

NutriActive Lifestyle Experience (Project Coordinator: Iradge Ahrabi-Fard, iradge.ahrabi-fard@uni.edu, 319-273-3013). The NutriActive Experience currently provides a summer day-camp experience for lower elementary school children designed as an intervention strategy for the prevention of excess weight gain during childhood. The two-week camp experience, held on the UNI campus, is designed as a supplement to school-based physical education programs. The camp is not a treatment camp for already overweight or obese children, nor is it a sports camp designed to develop expertise in a specialized sport activity. The focus of the camp is to promote healthy lifestyles among young children through active learning and participation in a variety of hands-on experiences.

Rural Iowa Preschool Movement Startup Program (Project Coordinator: Kevin Finn, Kevin.finn@uni.edu, 319.273.5921). The general aim of the Rural Iowa Preschool Movement Startup Program is to develop a network of preschool movement programs in Northeast Iowa to enable future study of the effectiveness of movement programs in the health of children. The specific objectives of the program include: (1) establish baseline information regarding body composition and physical activity patterns among preschool children in Northeast Iowa, (2) provide “best practice” movement training workshops with curricula materials for preschool teachers, and (3) provide play equipment, consultation, and technical assistance to area preschools interested in implementing a movement program for young children.

Future Plans: To continue to provide the current programs and expand to other locations in the state. Programs will also evolve to include other age groups and new materials. A media campaign is planned to raise awareness of the growing obesity problem and to provide recommendations regarding promising prevention strategies.

Wellmark Blue Cross Blue Shield

Contact: Julie Enga RD, LD

Health Matters - Nutrition Educator

Wellmark Blue Cross Blue Shield

636 Grand Ave., Station 119

Des Moines, IA 50309

Phone: 515.245.4846

E-mail: EngaJA@wellmark.com

Web site: www.wellmark.com see section myhealth@wellmark

Programs: Developed internally, Nutrition for You is a one-year program in which Wellmark Blue Cross and Blue Shield’s high-risk employees meet individually with a dietitian. Participants target their health concerns and discover how healthy eating, activity, and managing stress impact their health. They also work in conjunction with Wellmark’s Fitness center staff as a part of the program. Participants meet weekly for 12-weeks with Well mark’s dietitian and continue in the maintenance phase for the

remainder of the year. The program is offered to employees at a minimal cost and is eligible for reimbursement through an employee's medical spending account.

The dietitian works closely with Wellmark's cafeteria vendor, Sodexo, to provide healthy choices in the Blues Café. Wayne Tudor, manager, and Julie Enga, Nutrition Educator and dietitian, meet monthly to develop special promotions. They recently rolled out a healthy catering menu to encourage healthier choices at worksite meetings. They have also integrated healthier foods into New Employee Orientation. Wellmark's focus on health improvement is evident from the first day of an employee's tenure.

Wellmark also provides Weight Watchers at Work meetings for its employees. Held on-site for convenience, participants receive education and support to help them meet their health and weight loss goals.

Pathways to Wellness, Wellmark Blue Cross and Blue Shield's comprehensive incentive program, works to impact obesity and several other health issues. It rewards Wellmark employees for changing their health behaviors and for maintaining them. Employees can choose to concentrate on eating five servings of fruits and vegetables each day, exercising 30-minutes a day, living tobacco free, adhering to Wellmark's Adult Health Maintenance guidelines, etc. The Pathways to Wellness program has saved Wellmark \$265,000 in lifestyle-related claims costs.

Wellmark Blue Cross and Blue Shield currently provides information about nutrition, fitness and weight control on the myhealth@wellmark section of their web site, www.wellmark.com, and through articles in their member publication, **Blue**.

In June 2004, Wellmark embarked on an unprecedented collaboration with three major health organizations in an effort to expand the reach of *Walking Works*, a campaign to help people live healthier lives by providing tools necessary to make smart nutritional decisions and develop a fitness program that's individually tailored to motivate for success. Throughout the summer and fall, *Walking Works* information will be distributed at key events of the American Cancer Society (ACS), American Diabetes Association (ADA), and American Heart Association (AHA). Wellmark is also working on co-branded educational materials on a variety of topics for consumers, employer groups and providers, as well as workplace integration of the collaboration into educational seminars and wellness programs. This new relationship aligns *Walking Works* with ACS, ADA, AHA's new unified national initiative: *Everyday Choices for a Healthier Life*. Both initiatives target inactivity, obesity, and unhealthy lifestyles.

Future Plans: Julie Enga, RD, LD, is working with several key individuals at Wellmark to discuss childhood obesity. Wellmark is currently exploring many different avenues to provide support for members, providers, and the communities, which it serves.

Wellmark Foundation

Contact: The Wellmark Foundation
636 Grand Avenue, Station 150
Des Moines, IA 50309

Phone: 515-245-4819

Fax: 515-235-4445

Web site:

http://www.wellmark.com/community/wellmark_foundation/wellmark_foundation.htm

Program: The Wellmark Foundation has selected the following priorities for 2004 funding: 1) Asthma, 2) Diabetes, 3) Heart failure and cardiovascular risk factors, 4) Major depression, and 5) End-of-life care with an emphasis on pain control.

The following is a description of grants completed in 2003 and awarded in 2003 and 2004 that deal with obesity and other cardiovascular risk factor-based projects:

Shenandoah Healthcare Foundation: Grant amount \$17,902; awarded 8/20/2002.

“B.O.D.Y.: Building Our Dynamic Youth!” B.O.D.Y. is a multi-faceted program aimed at increasing the amount of physical activity and increasing the quality of the diets in children in the third through sixth grades in the Shenandoah Community Schools.

Through this grant, Wellmark can establish healthy lifestyles that delay or prevent Type 2 diabetes, heart disease and numerous chronic conditions.

This grant closed with the foundation with a final grade of “Successful Grant.”

Approximately 50 percent of participating youth completed and returned their physical activity calendar. Specialized dance and tumbling programs were implemented successfully. A family swim night with 100 participating families was completed. A school fun run with 30 participants during this quarter was initiated with expectation that it will become an annual event. Outgrowth of Well mark’s grant is the potential pursuit of other funding for a biking/walking path to be created to surround the school grounds/property. Part of a larger effort of the role of philanthropy is learning what and how to address childhood obesity using school-based efforts.

Mercy Medical Center Foundation - North Iowa: Grant amount \$40,950; awarded 10/10/2002. “Building Active Healthy Citizens and Communities in North Iowa.”

Kossuth and Palo Alto counties will launch collaborative community campaigns to attack inactivity, poor nutrition, and obesity that contribute to chronic diseases, incur tremendous medical costs, and reduce quality of life. The project will use a multi-layered approach to improve the health of 250 at-risk people and the broader social environment.

This grant closed with the foundation with a final grade of “Exceptional Grant.” Project achieved a cumulative weight loss of 670 pounds between the two communities.

Participants are eating healthier, exercising more and noticing changes in food purchases at grocery store. Making Tracks (walking program) is active and going well in both communities. Weight loss helps demonstrate the level of activity and success. Palo Alto County maintained 38 participants through entire an 11-month program. Kossuth County maintained 11 participants. All participants agreed or strongly agreed they have made positive lifestyle changes over the course of the program and feel more confident in their ability to monitor what they are eating and taking deliberate measures to stay more physically active.

Burgess Foundation- Onawa, \$15,445.00. Approved 8/5/2003. “Healthy Lifestyles: Monona County” This project has been developed by a coalition representing a cross section of citizens of the county. Its intent is to create and heighten awareness of the

problem of overweight and obesity and its relationship to cardiovascular disease and Type II diabetes. The program involves the school, businesses, health-care providers and citizens of the county in creating a change in the priority of healthy eating and exercise in the lives of the citizens.

Van Buren County- Keosauqua, \$49,198.00. Approved 10/9/2003. “Community Obesity Reduction Program (CORP)” In 2000, a survey of the county’s five leading work sites revealed that 43 percent of the work force was obese. This exceeds statewide and national obesity rates of 22.5 percent and 23 percent. Obesity is a leading risk factor for many diseases, for which Van Buren County ranks higher than the state and national rates (e.g. heart disease and diabetes). The goal is to decrease the number of residents who are overweight.

University of Iowa Foundation - Iowa City, \$50,000. Approved 4/29/2004. “Internet-Based, Integrated Program for Global Cardiovascular Risk Management” This project is piloting a new, potentially cost-effective program to improve cardiovascular risk factor management. This Internet-based program focuses on patient self-management to complement a clinical support system. Important features of the program include cardiovascular heart disease risk assessment, treatment goals identification, evidence-based treatment recommendations, and reminders to encourage long-term adherence and follow-up.

Iowa Chronic Care Consortium - Des Moines, \$42,500. Approved 4/29/2004. “Planning to Create and Deploy a National Medicare Chronic Care Demonstration in Iowa” The Iowa Chronic Care Consortium (ICCC) has proposed to prepare an application to the Centers for Medicare and Medicaid Services (CMS). The goal of the application will be to create and deploy a statewide demonstration using telemanagement with Medicare recipients who have diabetes and congestive heart disease.

The Iowa Medical Society in Des Moines received \$48,755. Approval 4/29/2004. “Early Childhood Obesity Project” A project advisory committee will oversee the progress of the grant and will include representatives of the Iowa Medical Society Committee on Public Health and staff from the Iowa Department of Public Health.

Wellness Council of Iowa

Contact: Kerry Juhl
Executive Director
Wellness Council of Iowa
Suite 350 E
6000 Westown Parkway
West Des Moines, IA 50266-7771
Phone: 515.223.2910
Fax: 515.267.6215
E-mail: kerry@wellnessiowa.org
Web site: www.wellnessiowa.org

Programs: The Wellness Council of Iowa's mission is better business through wellness. They are providing the tools and resources for employers to build results at oriented

health promotion programs at the worksite. Training workshops and materials are provided on various health topics. End user resources such as incentive campaigns, PowerPoint presentations, and newsletters address obesity, inactivity, tobacco use, medical self care and stress management, sample surveys, case studies, etc. and other blueprints are available. The Wellness Council of Iowa is the Iowa employer link to the resources available in the community as well as throughout the Wellness Council of America network of over 2000 employers to build comprehensive worksite wellness programs.