

Workgroup Action Plan **Timeframe: Jan. – Dec. 2011**

Workgroup Name: Food and Ag Systems – GIS Mapping

Iowa's Comprehensive State Plan Strategy: Objective 1.2: Increase annually the number of facilities/environments to promote healthy eating and physical activity where Iowans live, learn, work, play, and pray. Strategy 1: Increase availability of healthier food and beverage choices in public service venues. Strategy 2: Increase availability of healthier food and beverage choices in private sector businesses (grocery stores, restaurants, worksites, etc.). Strategy 3: Improve availability of mechanisms for purchasing foods from farms.

Action Steps: (Identify action and quarter in which action occurs)

1. Share sample GIS mapping templates with Iowa Food Systems Council. Q2
2. Gather input from Council for future direction of GIS mapping activities – format, software, host site, data priorities, funding opportunities. Q2 – Q3
3. Provide support as needed to determine host/lead for GIS mapping activities for food system work. Q2 – Q4

Evaluation Measure:

Process: GIS mapping completed; partners and connections identified; plan for GIS mapping activities determined; support provided.

Short outcome: Food system activities identified and documented.

Budget: (if applies) \$0



Iowa's Comprehensive Nutrition and Physical Activity Plan

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

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

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

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

Objective 2.1: Slow the rate of increase in percentage of Iowa adults, youth and children classified as overweight or obese.

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

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

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

Objective 3.3: 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.

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

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

Objective 4.1: Increase the percentage of adults who get the recommended amounts of physical activity each week and decrease the percentage of Iowans who report no leisure time physical activity.

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

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.

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

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

Workgroup Action Plan **Timeframe: Jan. – Dec. 2011**

Workgroup Name: Food and Ag Systems – Increase Food Systems

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Action Steps: (Identify action and quarter in which action occurs)

1. Attend quarterly regional food system meetings sponsored by the Leopold Center (Q1-Q4): Ag and Food System work group members
2. Review Blueprint for Action food systems framework to identify the public health connection with food systems and supporting statistics (Q1 – Q2): IDPH staff, Ag and Food System work group
3. If application to receive technical assistance for CDC Food Policy Council Technical Assistance is approved, participate in face-to-face training, teleconference, webinar or whatever strategy deemed most appropriate to engage local public health/local boards of health on the role of local food policy councils in advancing the health of Iowans. (Q1 – Q3): IDPH staff, Ag and Food System work group, Iowa Food Systems Council
4. Develop food system fact sheet(s)/policy briefs for public health, communities, policy makers as determined from Blueprint for Action and Iowa Food Systems Council (Q2 – Q3): IDPH staff, Ag and Food System work group, Iowa Food Systems Council
5. Determine communication mechanism for sharing fact sheet(s)/policy briefs along with potential funding opportunities for food system work. (Q3): Ag and Food System work group
6. Develop follow-up survey to participants in action step 2 to determine impact of technical assistance provided to local public health/local boards of health. (Q4) IDPH staff, Ag and Food System work group

Evaluation Measure:

Process: meeting agendas, attendance sheets; fact sheet(s) developed; communication mechanism in place; technical assistance provided to local public health/local boards of health

Short term outcome: Increased awareness of food systems and the potential role of improving the nutrition environment.

Budget: (if applies) \$750



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