



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: Community

Iowa's Comprehensive State Plan Strategy: Goal 1: Increase healthy eating and physical activity opportunities by fostering supportive policies and environments. Objective 1.2: By 2013, Increase annually the number of facilities/environments to promote healthy eating and physical activity where Iowans live, learn, work, play, and pray. Strategy 10: Enhance infrastructure supporting bicycling. Strategy 11: Enhance infrastructure supporting walking. Strategy 14: Enhance traffic safety in areas where people are or could be physically active. Goal 4: Increase the percentage of Iowans 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 Iowans who report no leisure time physical activity. Strategy 1: Enhance infrastructure supporting bicycling. Strategy 2: Enhance infrastructure supporting walking. 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. Strategy 3: Enhance infrastructure supporting bicycling. Strategy 4: Enhance infrastructure supporting walking.

1. Project Title: Increase usage of Walking with a Purpose.

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

1. Update the Walking with the Purpose resource to be more inclusive of other populations and incorporate suggested changes. (Q1)
2. Work with Live Healthy Iowa to promote Walking with a Purpose on Go the Distance Day. (Q1-Q2)
3. Partner with the Iowa Bicycle Coalition/Safe Routes to School Conduct to provide targeted outreach to the communities who have used Walking the Purpose. (Q1)
4. Partner with the Older Iowans group to promote Walking with a Purpose. (Q1-Q2)
5. Post Walking with a Purpose on partner web sites (Iowa Bicycle Coalition, Live Healthy Iowa) (Q2)
6. Provide incentives to BASICS contractors to utilize the Walking with a Purpose tool and write up success stories about the experience. (Q2)
7. Provide incentives to YMCAs to utilize the Walking with a Purpose tool and write up success stories about the experience. (Q2)
8. Provide incentive to Community Wellness Grantees who utilized Walking with a Purpose and are now implementing policy and environmental changes. (Q2)
9. Explore other potential avenues to utilize the resource. (Q2-Q3)
10. Refine the recognition system for those who utilize Walking with a Purpose (i.e. web site, newsletter, certificate of completion). (Q3)
11. Create a brief addendum to specifically address cycling. (Q3)

12. Promote Walking with a Purpose for Walk to School Day. (Q3-Q4)

13. Follow up with BASICS contractors, YMCAs and Community Wellness Grantees on what has happened since they completed the assessment. (Q4)

Evaluation Measure:

Process: Resource updated, Identified partners contacted, success stories collected, recognition system materials refined, cycling addendum created

Outcome: Long term outcome: increased physical activity; Intermediate outcome: increase environments where physical activity is possible; Short term: 10 sites that will implement the tool and report their success story; 5 sites that will use their results and work towards a policy or environmental change

Budget: (if applies) \$29,000

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

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2. Project Title: Simple Resources for Communities.

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

1. Determine the resource categories (Citizens, Local Public Health Agencies). (Q1-Q2)
2. Research potential resource topics (the role of local boards of health in nutrition and physical activity community policy, what citizens can do to make a difference, resources available to local public health departments). (Q2)
3. Send draft of the document to stakeholders for feedback. (Q2-Q3)
4. Work with graphic artist. (Q3)
5. Publish and distribute. (Q4)

Evaluation Measure:

Process: Resource content determined by work group members, stakeholder feedback obtained and incorporated, resources finalized

Outcome: Long term: increased nutrition and physical activity supportive environments; Intermediate: community residents adopt healthy behaviors; short term: Resources developed, distributed to 50 local public health agencies

Budget: (if applies) \$2,000

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Community

Iowa's Comprehensive State Plan Strategy: Goal 2: Increase the percentage of Iowans 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. Strategy 1: Local governments participate in community coalitions or partnerships to address obesity. Strategy 3: Establish communications plans for dissemination of state plan messages, programs and services.

3. Project Title: Recognize Communities with Nutrition and Physical Activity Success.

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

1. Research why past participants applied for the award. (Q1)
2. Research why other communities have chosen not to apply. (Q1)
3. Publish information about the award and its criteria on the Iowans Fit for Life web site. (Q1)
4. Provide targeted outreach to advertise the Governor's Council Healthy Community award to communities. (Q2)
5. Publish award winners on Iowans Fit for Life web site. (Q4)

Evaluation Measure:

Process: Research conducted, award advertised, winners published

Outcome: 20% increase in communities applying for award.

Long term: increased community nutrition and physical activity behaviors; intermediate: number of Iowa communities apply for award; short term: Number of Iowa communities aware of award

Budget: (if applies) \$0

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Community

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4. Project Title: Conduct a pilot series for success stories

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

1. Identify five local public health agencies to participate in the success story pilot series. (Q2)
2. Feature three narrative success stories on the Iowans Fit for Life web site. (Q2)
3. Offer at least one mentoring mini-grant for local public health agencies. (Q3)
4. Offer at least one webinar showcasing at least one community with nutrition and physical activity, policy and environmental change success. (Q4)
5. Conduct survey with community wellness grantees on the three success story sharing pilots. (Q4)

Evaluation Measure:

Process: Local public health agencies with success identified, success stories posted, mentor and mentee identified, webinar held, survey conducted, results documented, results shared

Outcome: Three success story models piloted

Long term: increased community nutrition and physical activity behaviors; intermediate: number of policies implemented; short term: Three success story models piloted

Budget: (if applies) \$0