



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: Older Iowans

Iowa's Comprehensive State Plan Strategy: **Goal 1: Increase healthy eating and physical activity opportunities by fostering supportive policies and environments.**

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 11: Enhance infrastructure supporting walking. Strategy 13: Enhance personal safety where people are or could be physically active. Strategy 14: Enhance traffic safety in areas where people are or could be physically active.

Project Title: Promote walkable communities to older Iowans.

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

1. Promote Live Healthy Iowa with older adults through Area Agencies on Aging, Healthy Aging Update, AARP publications. (Q1-Q2)
2. Distribute planning document for a "Get-Active Day" to Area Agencies on Aging, YMCAs and other groups to promote a get-active day in May (Older Americans month) (Q1-Q2)
3. Encourage use of Walking with a Purpose (walkability audit) to plan a route for "Get-Active Day" or for use at another time to assess what makes the walking environment safe as well as identify barriers that exist.
4. Collect feedback about using the walkability audit and activities connected with "Get-Active Day" by surveying participating groups.(Q3)

Evaluation Measure:

Process: # of "How-to" documents distributed; # of groups participating in get-active day and # of groups using Walking with a Purpose.

Outcome: Increase in number older Iowans walking or being active.

Budget: (if applies)

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Older Iowans

Iowa's Comprehensive State Plan Strategy: **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 Iowans live, learn, work, play, and pray. 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.

Project Title: Explore avenues to promote Better Choices/Better Health and Matter of Balance.

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

1. Support the expansion of Better Choices/Better Health and Matter of Balance (Q1-Q4)
2. Continue work on Falls Prevention Coalition with the goal of having a coalition in place by 2012. (Q1-Q4)

Evaluation Measure:

Process: # of classes offered and graduates of programs,

Outcome: 10% increase in number of classes offered (baseline from 2010)

Budget: (if applies)

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Older Iowans

Iowa's Comprehensive State Plan Strategy: **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 Iowans live, learn, work, play, and pray.

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. Strategy 4: Increase the use of multi-component interventions that support the increase of fruit and vegetable consumption.

Project Title: Menu labeling at congregate meal sites

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

1. Provide information about menu labeling through the Healthy Aging Update newsletter which goes to all Area Agencies on Aging. (Q1)
2. Collect data on number of meal sites who provide menu labeling for congregate meals. (Q3)
3. Recognize those who are using menu labeling in Chef Charles newsletter and Healthy Aging Update. (Q4)

Evaluation Measure:

Process: # of congregate meal sites that received information about menu labeling

Outcome: # of congregate meal sites using menu labeling

Budget: (if applies)

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Older Iowans

Iowa's Comprehensive State Plan Strategy: **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 Iowans live, learn, work, play, and pray.

Project Title: Increase participation at congregate meal sites.

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

1. Gather data from Department of Aging about current participation in congregate meal sites.(Q2)
2. Focus groups will be conducted by Sarah Francis, Iowa State University Extension to determine barriers to participation. (Q3)
3. Analyze information from focus groups. (Q4)

Evaluation Measure:

Process: # of focus groups conducted

Outcome:

Budget: (if applies)