



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: Worksite Wellness

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. 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.). 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.). 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 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.). 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. 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.).

Project Title: Worksite Wellness for Schools (K-12)

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

1. Survey school wellness coordinators to determine if programs are currently offered (completed December 2010)
2. Identify collaborative opportunities (BASICS, Team Nutrition, Wellmark, Local Public Health, Live Healthy Iowa, Tobacco and others) (Q1)

3. Work with identified collaborators to determine communication methods, program promotion, resources needed, etc (ongoing)
4. Promote participation in Live Healthy Iowa and Live Healthy Iowa Kids/Governor's Challenge (Q1)
5. Distribute and promote usage of materials developed to implement or enhance current worksite wellness programs (ongoing)
6. Host quarterly webinar for schools - incorporate worksite wellness into the topic areas presented (Q1, Q2, Q3, Q4)
7. Promote Healthy Iowa School & Healthy Iowa Emerging Leader Awards (Q1)
8. Post-survey of school wellness coordinators to determine if more programs are offered (Q4)

Evaluation Measure:

- Process:
- 1) Surveys to school wellness coordinators disseminated via Survey Monkey and completed
 - 2) Partners identified
 - 3) Developed materials promoted
 - 4) Webinars hosted and number of participants tracked

- Outcome:
- 1) Increase by 10% the number of school wellness coordinators reporting that wellness programs are available to staff/faculty
 - 2) Healthy Iowa School Award applications submitted by at least 5 schools

Long term: increased healthy behaviors among school staff/faculty

Intermediate: # schools implementing wellness programs, review award applications and determine recipient

Short term: schools wellness information and resources available to 100% of school districts identified through partner channels; report developed from survey with findings and recommendations for future steps; disseminate application guidelines and request for applications

Budget (if applies):

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

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Project Title: Worksite Wellness for State of Iowa Employees

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

1. Conduct monthly meetings of the Healthy Opportunities Steering Committee to determine what assessments & programs to offer (ongoing)
2. Promote participation in Live Healthy Iowa through DAS, SEHARC, and wellness champions (Q1)
3. Work with Healthy Opportunities Steering Committee to communicate available programs (ongoing)

Evaluation Measure:

Process: Meetings held monthly – minutes track decisions made and number of meeting participants

Outcome: Healthy Opportunities Steering Committee develops annual work and communications plans for State of Iowa Wellness Program

Short term: work toward advancement of identified goals/objectives (identified in meeting minutes);

Intermediate: annual work plan (w/goals and objectives); communication plan developed; increase # state employees engaged in worksite wellness programs

Long term: increase in # state employees who adopt healthy behaviors (nutrition, phy activity)

Budget (if applies):

Workgroup Action Plan

Timeframe: Jan. – Dec. 2011

Workgroup Name: Worksite Wellness

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Project Title: Worksite Wellness Toolkit – Supplemental Resources

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

1. Identify resource topics. (Q1)
2. Identify partners who will help develop content for the topics identified. (Q1)
3. Identify ways in which needs of priority populations might be addressed in these resources. (Q1)
4. Develop resources. (Q2-Q3)
5. Send resources through IDPH document review system. (Q3)
6. Work with graphic designer for consistent formatting and layout of resources. (Q3-Q4)

7. Post resources to the lowans Fit for Life Web site. (Q4)
8. Communicate the availability of resources through partner listservs and distribution channels. (Q4)

Evaluation Measure:

Process: 1)Resources developed (focus group meeting notes, attendance, common themes identified and draft document prepared)

2)Number of resources distributed (distribution list, website hits)

3)Outcome survey developed to determine employee adoption of healthy behaviors

Outcome: Resources are used to enhance worksite wellness programming in at least 20 small businesses

Short term: develop tracking system to ascertain # resources used;

Intermediate: increase by 10% # resources utilized;

Long term: increased healthy behaviors (nutrition, phy activity) among employees in worksites that have implemented tool kit

Budget: