

Our vision is that Iowans
will enjoy balanced nutrition,
lead physically active lives
and live in healthy communities.



Changing Iowa's nutrition
and physical activity
environment



Iowa Department of Public Health
Promoting and protecting the health of Iowans

Bureau of Nutrition and Health Promotion
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321 East 12th Street
Des Moines, IA 50319
1-800-532-1579 (in Iowa)
515-281-7501
www.idph.state.ia.us/iowansfitforlife



Iowans Fit for Life

ACTIVE AND EATING SMART

Making the
Healthy Choice
the Easy Choice



You can improve the health of Iowans by:

- Becoming a local champion
- Learning what others are doing
- Asking us: call 1-800-532-1579 or visit www.idph.state.ia.us/iowansfitforlife



The work of Iowans Fit for Life is directed by a state plan. The five-year plan informs and guides nutrition and physical activity efforts in five goal areas:

1. Increase healthy eating and physical activity opportunities by fostering supportive policies and environments.
2. Increase the percentage of Iowans at a healthy weight.
3. Increase the percent of Iowans who follow healthy eating patterns.
4. Increase the percentage of Iowans who participate in recommended amounts of physical activity.
5. Increase the percentage of Iowans who limit TV and/or screen time.

The state plan is implemented by the Iowans Fit for Life partnership and its seven work groups.

Focus of Work Groups

The Ag and Food Systems Work Group

Improving the health status of Iowans with a food systems approach.

Community Work Group

Creating a supportive environment that promotes access to healthy foods and opportunities for physical activity.

Early Childhood Work Group

Improving the health environment of children, prenatal to age five, and their families.

Educational Settings Workgroup

Promoting a supportive environment for healthy eating and quality physical activity among Iowa's youth.

Health Care Work Group

Supporting healthcare providers with patient-centered obesity prevention tools and resources.

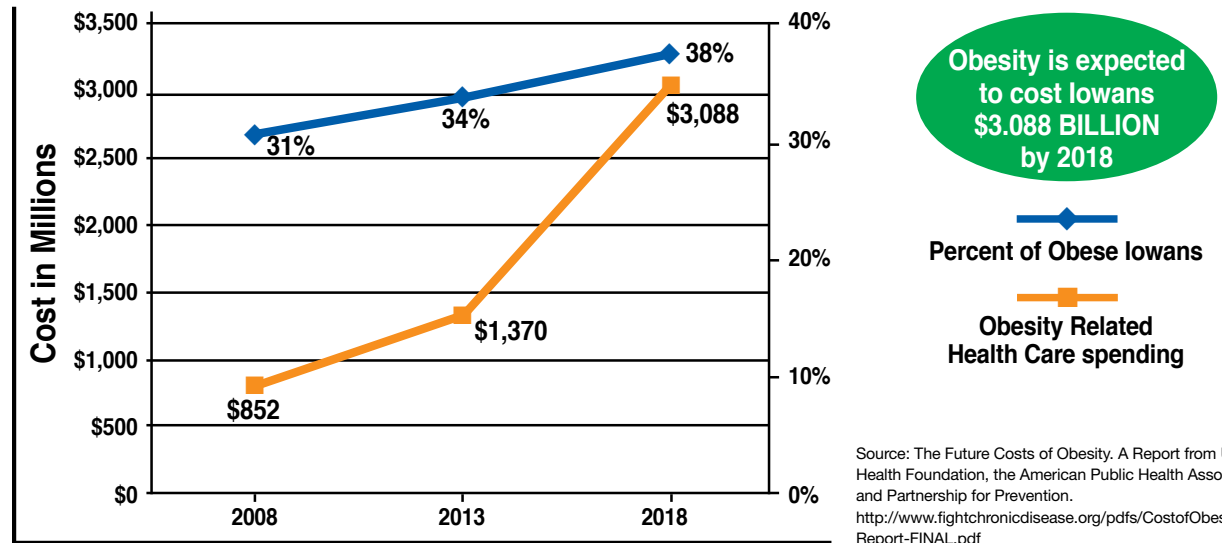
Older Iowans Work Group

Increasing the number and quality of evidence-based wellness programs for older Iowans.

Worksite Wellness Work Group

Creating worksite environments that are supportive and conducive to enhancing the health of Iowa's workforce.

Projected Cost of Obesity to Iowans



Source: The Future Costs of Obesity. A Report from United Health Foundation, the American Public Health Association and Partnership for Prevention.
<http://www.fightchronicdisease.org/pdfs/CostofObesityReport-FINAL.pdf>