## Obesity, Nutrition & Physical Activity

### Goal #1
Increase the number of Iowans living active and healthy lifestyles.

<table>
<thead>
<tr>
<th>Alignment with National Plans</th>
<th>Alignment with State / Other Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy People 2020, Physical Activity</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Objective 1-1
Increase the percentage of adults engaged in some sort of physical activity for exercise during the past month.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>73.7%</td>
<td>2020</td>
<td>77.7%</td>
</tr>
</tbody>
</table>

**Data Source & Location**

### Strategy 1-1.1
Pilot the Iowa Walking College, an interactive, online educational program for walkable community advocates based on the America Walks National Walking College.

**Strategy Source & Location**
U.S. Surgeon General’s Call to Action - Step It Up.

**Who's Responsible**
Iowa Healthiest State Initiative in partnership with Active Living Iowa Committee

**Target Date**
Dec 31, 2019

### Strategy 1-1.2
Increase the number of complete street policies in Iowa.

**Strategy Source & Location**

**Who's Responsible**
Iowa Healthiest State in partnership with Active Living Iowa Committee

**Target Date**
Dec 31, 2019
Objective 1-2  Increase adult consumption of at least one fruit and one vegetable each day by 10%.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>fruits: 58.3%</td>
<td>2021</td>
<td>fruits: 64.1%</td>
</tr>
<tr>
<td></td>
<td>vegetables: 73.1%</td>
<td></td>
<td>vegetables: 80.4%</td>
</tr>
</tbody>
</table>


Strategy 1-2.1  Increase availability of the Double Up Food Bucks at farmers’ markets.

Strategy Type: Community-focused


Who’s Responsible: Iowa Healthiest State and Community Farmers Markets

Target Date: Dec 31, 2019

Goal #2  Reduce the number of Iowa children, youth, and adults who are obese.

Alignment with National Plans

Alignment with State / Other Plans

Objective 2-1  Decrease the obesity rates for youth and adults in Iowa by at least three percentage points by 2020, thus helping prevent heart disease and stroke.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>2012</td>
<td>2020</td>
<td>Youth</td>
</tr>
<tr>
<td></td>
<td>Adults</td>
<td>Adults</td>
<td>Adults</td>
</tr>
<tr>
<td></td>
<td>13.2%</td>
<td>32.1%</td>
<td>10%</td>
</tr>
</tbody>
</table>


Strategy 2-1.1  Require that all road construction and reconstruction create complete streets that are safe and convenient for all users and all modes of transportation.

Strategy Type: Community-focused

https://www.cdc.gov/physicalactivity/resources/state-action-guides.html

Who's Responsible
American Heart Association, Healthier Iowa Coalition, local cities, Metro Planning Organizations and Regional Planning Associations

Target Date
Jul 1, 2018

Obesity, Nutrition & Physical Activity

Strategy 2-1.2 Codify safe routes to the school program and secure funding (federal dollars, state revenue, or local revenue) for programs.

Strategy Type
Policy-focused

Strategy Source & Location
Safe Routes to School Partnership http://www.saferoutespartnership.org/

American Heart Association
http://www.heart.org/HEARTORG/General/FAST-Act_UCM_480915_Article.jsp#.WB1hD_KQzIU

Who's Responsible
American Heart Association, Healthier Iowa Coalition, local cities and schools

Target Date
Jul 1, 2020

Obesity, Nutrition & Physical Activity

Strategy 2-1.3 Include physical education (PE) as an indicator in the education accountability plans and accountability reporting of schools for quality physical education based on required and optional assessment measures. (Required measures include 225 minutes per week of physical education in middle school and a minimum of 150 minutes per week of physical education in elementary school.)

Strategy Type
Policy-focused

Strategy Source & Location

SHAPE America, Shape of the Nation Report 2016


Who's Responsible
American Heart Association, Partners in Healthier Iowa Coalition, IAHPERD

Target Date
Jul 1, 2020

Obesity, Nutrition & Physical Activity

Objective 2-2 Increase the percent of participants in Iowa State University Extension and Outreach training who apply what they have learned about healthy behaviors.

Baseline

Baseline Year
2015
Baseline Value
60%
Target Year
2021
Target Value
65%

Data Source & Location
Iowa State University Extension and Outreach

Obesity, Nutrition & Physical Activity

Strategy 2-2.1 Increase the percent of childcare training participants reporting preparedness to apply or teach health promoting dietary behaviors.

Strategy Type
Professional/provider-focused

Strategy Source & Location
Iowa State University Extension and Outreach 2014-2018 Work Plan

Who's Responsible
Iowa State University Extension and Outreach Human Sciences Professionals

Target Date
Sep 30, 2021
Obesity, Nutrition & Physical Activity

**Strategy 2-2.2**
Incorporate nutrition, active play, and screen time standards into the state child care licensing structure for licensed home-based child care providers, child care centers or outside the provider’s home.

**Strategy Type**
Policy-focused

**Strategy Source & Location**
American Heart Association national guidelines for physical activity [http://www.heart.org/HEARTORG/HealthyLiving/PhysicalActivity/Physical-Activity_UCM_001080_SubHomePage.jsp](http://www.heart.org/HEARTORG/HealthyLiving/PhysicalActivity/Physical-Activity_UCM_001080_SubHomePage.jsp)

**Who’s Responsible**
American Heart Association, Healthier Iowa Coalition, YMCA, and more TBD

**Target Date**
Jul 1, 2020

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Obesity, Nutrition & Physical Activity

**Strategy 2-2.3**
Increase the percent of Expanded Food and Nutrition Program and Supplemental Nutrition Assistance Program (EFNEP and SNAP-Ed) adults reporting increasing fruit and vegetable intake.

**Strategy Type**
Demographic/socioeconomic-focused

**Strategy Source & Location**
Iowa State University Extension and Outreach 2014-2018 Work Plan

**Who’s Responsible**
Iowa State University Extension and Outreach Human Sciences Professionals

**Target Date**
Sep 30, 2021

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Obesity, Nutrition & Physical Activity

**Strategy 2-2.4**
Increase the percent of EFNEP and SNAP-Ed adults reporting increasing minutes of physical activity.

**Strategy Type**
Demographic/socioeconomic-focused

**Strategy Source & Location**
Iowa State University Extension and Outreach 2014-2018 Work Plan

**Who’s Responsible**
Iowa State University Extension and Outreach Human Sciences Professionals

**Target Date**
Sep 30, 2021

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**Goal #3**
Improve access to nutritious meals, including access to fresh produce, for older Iowans ultimately empowering them to stay active and healthy.

**Alignment with National Plans**

**Alignment with State / Other Plans**
Iowa State Plan on Aging [https://www.iowaaging.gov/about](https://www.iowaaging.gov/about)

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**Objective 3-1**
Increase consumption of fruits and vegetables in high nutrition-risk congregate meal participants by three percentage points by 2018.

**Baseline Year**
2015

**Baseline Value**
Fruits 26%
Vegetables 39%

**Target Year**
2018

**Target Value**
Fruits 29%
Vegetables 42%

**Data Source & Location**
Iowa Department on Aging Social Assistance Management Software (SAMS) database

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Healthy Iowans: Iowa’s Health Improvement Plan
March 2017

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Obesity, Nutrition & Physical Activity

**Strategy 3-1.1** Increase access through distribution of fresh produce at congregate meal sites by August 2018.

*Strategy Type* Community-focused

*Strategy Source & Location*
Growing Bolder Plan and Iowa Nutrition Network SNAP-Ed Plan SF2017 (to be posted on the website)

*Who’s Responsible*
Growing Bolder Coordinator and Iowa Nutrition Network SNAP-Ed Program Manager, Iowa Department on Aging and Iowa Department of Public Health

*Target Date*
Aug 1, 2018

**Strategy 3-1.2** Monitor fruit and vegetable intake of high nutrition-risk congregate meal participants receiving fresh produce and report to Growing Bolder stakeholders and area agencies on aging to facilitate process improvement.

*Strategy Type* Professional/provider-focused

*Strategy Source & Location*
Growing Bolder Plan (to be posted on the website)

*Who’s Responsible*
Iowa Department on Aging Policy and Planning Division and Growing Bolder Coordinator, Iowa Department on Aging and Iowa Department of Public Health

*Target Date*
Aug 1, 2018

**Strategy 3-1.3** Collaborate with state agencies, area agencies on aging, community leaders, and Growing Bolder stakeholders to develop a sustainability plan for the Growing Bolder produce box.

*Strategy Type* Community-focused

*Strategy Source & Location*
Growing Bolder Plan (to be posted on the website)

*Who’s Responsible*
Growing Bolder Coordinator, Iowa Department on Aging

*Target Date*
Sep 30, 2018

**Objective 3-2** Increase nutrition risk scores of congregate and home-delivered meal participants in Iowa by one percentage point by 2018.

*Baseline*
2015 30%

*Target Year*
2018 31%

*Data Source & Location*
Iowa Department on Aging (IDA) SAMS data base (to be posted on the website.)

**Strategy 3-2.1** Monitor nutrition risk scores of meal participants and provide technical assistance to area agencies on aging to maximize services to those at high nutrition risk.

*Strategy Type* Professional/provider-focused

*Strategy Source & Location*
IDA Performance Plan SFY 2017 and Area Plan on Aging 2018-2021 (to be posted on the website)

*Who’s Responsible*
Iowa Department on Aging

*Target Date*
Jun 30, 2019
### Goal #4
During the summer when school is not in session, increase the availability of meals for children.

#### Alignment with National Plans

**U.S. Department of Agriculture Strategic Plan 2014-2018**

Strategic Goal 4: Ensure that all of America's children have access to safe, nutritious, and balanced meals.


#### Alignment with State / Other Plans

**Central Iowa Opportunity Community Plan (Dallas, Polk & Warren counties) Performance Measure #4**

[http://www.unitedwaydm.org/blog/opportunity-creating-prosperity-for-all](http://www.unitedwaydm.org/blog/opportunity-creating-prosperity-for-all)

### Objective 4-1
Increase the number of meal sites by 12% from 504 (2016) to 565 by 2021.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>504</td>
<td>2021</td>
<td>565</td>
</tr>
</tbody>
</table>

**Data Source & Location**

Iowa Department of Education, Bureau of Nutrition & Health Services Summer Food Service Program (SFSP) Sponsor Application

[https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county](https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county)

#### Strategy 4-1.1
Identify areas of unserved need and organizations serving the area including schools and non-profit organizations and facilitate collaboration.

**Strategy Type**

Community-focused

**Strategy Source & Location**

SFSP Participation and Application, Iowa Department of Education, Bureau of Nutrition and Health Services

[https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county](https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county)

**Who's Responsible**

Iowa Department of Education, SFSP Education Program Consultant

**Target Date**

Sep 1, 2021

#### Strategy 4-1.2
Support currently participating organizations via education, technical assistance, sharing best practices, and identifying new resources to retain organization sponsorship of SFSP sites.

**Strategy Type**

Professional/provider-focused

**Strategy Source & Location**

SFSP Participation and Application, Iowa Department of Education, Bureau of Nutrition and Health Services

[https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county](https://www.educateiowa.gov/documents/summer-food-service-program/2016/06/2016-open-feeding-sites-county)

**Who's Responsible**

Iowa Department of Education, SFSP Education Program Consultant

**Target Date**

Sep 1, 2021

### Goal #5
At a minimum, maintain the current level of participation in the Healthy Opportunities state employee wellness program.

#### Alignment with National Plans

N/A

#### Alignment with State / Other Plans

N/A

### Objective 5-1
Improve/enhance communications to Executive Branch Non-Contract wellness-eligible employees with the intention of maintaining current participation levels.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>87%</td>
<td>2017</td>
<td>87%</td>
</tr>
</tbody>
</table>

**Data Source & Location**

State of Iowa Healthy Opportunities Program Summary/Wellmark

[Healthy Iowans: Iowa's Health Improvement Plan](https://www.iowadoe.gov/社会发展/Iowa-Healthy-Opportunities-Program)

March 2017
Strategy 5.1.1: In partnership with Wellmark Blue Cross Blue Shield, use results from the state employee 2016 Workplace Assessment to develop a defined communication strategy incorporating public relations strategies to engage eligible employees.

**Strategy Type:** Individual/interpersonal-focused

**Strategy Source & Location:** Iowa Department of Administrative Services (Unpublished assessment)

**Who's Responsible:** Iowa Department of Administrative Services, Wellmark Blue Cross Blue Shield

**Target Date:** Mar 31, 2017

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**Objective 5.2:** Improve/enhance communications to State Police Officers Council employees with the intention of maintaining current participation levels.

**Baseline Year:** 2015  
**Baseline Value:** 93%  
**Target Year:** 2017  
**Target Value:** 93%

**Data Source & Location:** State of Iowa Healthy Opportunities Program Summary/Wellmark

---

**Objective 6.1:** By 2021 achieve a redemption rate of 75% of fruit and vegetable dollars (Cash Value Benefits - CVBs).

**Baseline Year:** 2015  
**Baseline Value:** 68%  
**Target Year:** 2021  
**Target Value:** 75%

**Data Source & Location:** WIC MIS System reports (unpublished)

---

**Goal #6:** Increase fruit and vegetable consumption among low-income Iowans.

**Alignment with National Plans:** Healthy People 2020, Social Determinants of Health  

**Alignment with State / Other Plans:** State Innovation Model, Statewide Strategy Plans, Nutrition & Physical Activity  
[https://idph.iowa.gov/SIM](https://idph.iowa.gov/SIM)

---

**Strategy 6.1.1:** Promote and educate WIC participants on how to choose, store, and cook fruits and vegetables purchased with the CVB by participating in media campaigns, partnering with ISU Extension, and promoting the completion of appropriate lessons and eKitchen videos in WICHealth.org.

**Strategy Type:** Individual/interpersonal-focused
Obesity, Nutrition & Physical Activity

Objective 6-2
Increase the number of children that participate in the Supplemental Nutrition Assistance Program Education (SNAP-Ed).

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>25,689</td>
<td>2021</td>
<td>28,258</td>
</tr>
</tbody>
</table>

Data Source & Location
SNAP-Ed Education and Administrative Reporting System (EARS) Form (unpublished data)

Strategy 6-2.1
Increase the number of communities that participate in the Iowa Nutrition Network School Grant Program. (Eligible communities must have one or more elementary school where more than 50% of the students participate in free and reduced price meals.)

Strategy Type
Community-focused

Strategy Source & Location
Iowa Department of Public Health, Iowa Nutrition Network (INN)
https://idph.iowa.gov/inn/school-grants

Who's Responsible
Iowa Nutrition Network (INN)
Target Date
Dec 31, 2021

Strategy 6-2.2
Target Iowa Nutrition Network School Grant Program communities with the Pick a better snack social marketing campaign using multiple channels.

Strategy Type
Community-focused

Strategy Source & Location
Iowa Nutrition Network - SNAP-Ed funded initiative https://idph.iowa.gov/inn/school-grants

Who's Responsible
Iowa Nutrition Network (INN) - ISU Extension, school districts, public health agencies, and community action agencies
Target Date
Dec 31, 2021

Objective 6-3
By 2021, increase consumption of fruit and vegetables by low income older Iowans (SNAP-Ed).

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>13.8%</td>
<td>2021</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

Data Source & Location

Strategy 6-3.1
Increase access to fruits and vegetables by distributing produce boxes (donated produce); distribute to a minimum of 36 locations the first year of distribution.

Strategy Type
Demographic/socioeconomic-focused

Strategy Source & Location
Box coordinators in six Area Agencies on Aging (Unpublished)

Who's Responsible
Iowa Department of Public Health and Iowa Department on Aging
Target Date
Sep 30, 2018
**Goal #7** Increase breastfeeding rates.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>75 composite score</td>
<td>2017</td>
<td>77 composite score</td>
</tr>
</tbody>
</table>

Data Source & Location: Maternity Practices in Infant Nutrition and Care (mPINC) - State composite score

http://www.cdc.gov/breastfeeding/data/mpinc/state_reports.html

**Strategy 7-1.1** Increase the number of birthing hospitals adhering to the evidence-based 10 Steps to Successful Breastfeeding as indicated in the maternity Practices in Infant Nutrition and Care Survey.

Strategy Type: Professional/provider-focused

Strategy Source & Location: Maternity Practices in Infant Nutrition and Care (mPINC)

http://www.cdc.gov/breastfeeding/data/mpinc/state_reports.html

Who’s Responsible: Iowa Department of Public Health Breastfeeding Program

Target Date: Jun 29, 2018

**Strategy 7-1.2** Develop or enhance partnerships between WIC Breastfeeding Peer Counseling Programs and local hospitals.

Strategy Type: Professional/provider-focused

Strategy Source & Location: WIC Nutrition Services Standards

https://wicworks.fns.usda.gov/wicworks/Topics/WICnutStand.pdf

Who’s Responsible: Iowa Department of Public Health Breastfeeding Program

Target Date: Sep 28, 2018

**Goal #8** Increase the percentage of Iowans who engage in the recommended amounts of physical activity.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>19</td>
<td>2018</td>
<td>25</td>
</tr>
</tbody>
</table>

Data Source & Location: National Complete Streets Coalition

https://smartgrowthamerica.org/program/national-complete-streets-coalition/policy-development/policy-atlas/
**Obesity, Nutrition & Physical Activity**

**Strategy 8-1.1** Contract with Metropolitan Planning Organizations (MPOs) to educate member municipalities and encourage them to enact complete streets policies.

**Strategy Source & Location**
Iowa Department of Public Health, CDC-funded 1305 project

**Who's Responsible**
Iowa Department of Public Health, Bureau of Nutrition and Health Promotion

**Target Date**
Jun 29, 2018

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**Goal #9** Improve the healthy weight status of all Iowans by creating supportive policy, systems, or environments for healthy eating and physical activity.

**Alignment with National Plans**
Healthy People 2020, Nutrition & Weight Status

**Alignment with State / Other Plans**
Obesity Statewide Strategy Plan

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**Objective 9-1**
By 2021, increase the number of retail locations that sell healthier food options in underserved areas with a high Hispanic population.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>0</td>
<td>2021</td>
<td>20</td>
</tr>
</tbody>
</table>

**Data Source & Location**
Hispanic retailers participating in the Shop Healthy Iowa Hispanic retail intervention in six Iowa communities

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**Strategy 9-1.1** Organize market strategy trainings and identification of store-layouts for Hispanic retailers so they can implement increased produce options and sales.

**Strategy Source & Location**
A Shop Healthy Iowa Toolkit (to be published summer 2017)

**Who’s Responsible**
Iowa Department of Public Health, Bureau of Nutrition and Health Promotion

**Target Date**
Sep 28, 2018

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**Objective 9-2**
By 2021, increase the number of educational settings (0-18 years) that adopt nutrition and physical activity policies, systems, and environmental change.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>61</td>
<td>2021</td>
<td>73</td>
</tr>
</tbody>
</table>

**Data Source & Location**
Iowa Nutrition Network School Grant Program (INNSGP) reporting
Iowa Department of Public Health, CDC-funded 1305 Annual Performance Report (Unpublished)

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**Strategy 9-2.1**
By 2021, increase the number of SNAP-Ed schools implementing Farm to School strategies.

**Strategy Source & Location**
Iowa Nutrition Network- SNAP-Ed funded

**Who’s Responsible**
Iowa Nutrition Network (INN)

**Target Date**
Jan 1, 2021
**Strategy 9-2.2** Contract with Child Care Resource and Referral (CCR&R) to implement Nutritional and Physical Activity Self Assessment for Child Care (NAP SACC) in Early Care and Education settings.

**Strategy Source & Location**
Iowa Department of Public Health, CDC-funded 1305 project (unpublished)

**Who's Responsible**
Iowa Department of Public Health, Bureau of Nutrition and Health Promotion

**Target Date**
Jun 29, 2018

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**Strategy 9-2.3** Target seven school districts funded through the CDC Chronic Disease, Nutrition, Physical Activity and Obesity, and School Health Grant to develop policies supporting the school nutrition and physical activity environment.

**Strategy Source & Location**
CDC Chronic Disease, Nutrition, Physical Activity, and Obesity, and School Health Grant (Unpublished)

**Who's Responsible**
Iowa Department of Public Health, Bureau of Nutrition and Health Promotion

**Target Date**
Jun 29, 2018

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**Objective 9-3** Increase the number of Iowa communities that implement CDC-recommended Community Strategies to Prevent Obesity.

**Baseline**
Year: 2016
Value: 38

**Target**
Year: 2021
Value: 68

**Data Source & Location**
0609 State of Iowa Childhood Obesity funds (unpublished)

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**Strategy 9-3.1** Contract with Iowa Association of Regional Councils to identify and target communities that identified obesity, nutrition, and physical activity in their county 2016 Community Health Needs Assessment and Health Improvement Plan.

**Strategy Source & Location**
0609 State Childhood Obesity Funds, CDC Recommended Community Strategies to Reduce Obesity, 2016 Iowa Community Health Needs Assessment and Health Improvement Plans (See list of counties identifying initiatives to reduce obesity.)

**Who's Responsible**
Iowa Department of Public Health, Bureau of Nutrition and Health Promotion

**Target Date**
Jun 29, 2021

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**Goal #10** Reduce the total number of Iowa Army National Guard (IA ARNG) soldiers flagged for not meeting the Army physical fitness standards, creating a healthier and ready force.

**Alignment with National Plans**
- FM 7-22 CH 1 (Army Physical Readiness Training), 3 May 2013;
- AR 600-9 (The Army Body Composition Program), 28 June 2013

**Alignment with State / Other Plans**
N/A
**Objective 10-1**
Reduce the annual number of Soldiers who are flagged in the IA ARNG for not passing the Army’s physical fitness standards by 20% from 764 (2016) to 611 by 2019.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>764</td>
<td>2019</td>
<td>611</td>
</tr>
</tbody>
</table>

**Data Source & Location**
Unit Personnel System/Command Management System, JFHQ.

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**Strategy 10-1.1**
Assign one health promotion non-commissioned officer/officer to be trained by special staff on healthy eating/nutrition, physical fitness, leadership, and additional resources.

**Strategy Source & Location**
Lean in '17: Pushing for Change Campaign Letter of Instruction, JFHQ (unpublished)

**Who's Responsible**
Unit commanders identify individuals, IA ARNG Physical Resilience Working Group provides training

**Target Date**
Oct 1, 2017

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**Strategy 10-1.2**
 Assist soldiers in creating diet and physical fitness logs/plans, following up on progress and adjusting plans as needed.

**Strategy Source & Location**
Lean in '17: Pushing for Change Campaign Letter of Instruction, JFHQ (unpublished)

**Who's Responsible**
Commanders supported by Health Promotion Officers/Physical Resilience Working Group

**Target Date**
Oct 1, 2017

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**Strategy 10-1.3**
Hold quarterly meetings for the Adjutant General’s Health Promotion Council and brief senior leaders on direction and guidance to the Physical Resilience Working Group.

**Strategy Source & Location**
Army Regulation 600-63 Army Health Promotion, JFHQ (unpublished)

**Who’s Responsible**
State Health Promotion Officer/ Physical Resilience Working Group

**Target Date**
Oct 1, 2017
**Iowa Health Issue**: Lack of Oral Health/Dental Services

Clarke, Greene, Henry, Lee, Montgomery, Webster

These community health improvement plans are available on the Iowa Department of Public Health, Community Health Needs Assessment and Health Improvement Planning (CHNA&HIP) website: [http://idph.iowa.gov/chnahip/health-improvement-plans](http://idph.iowa.gov/chnahip/health-improvement-plans)

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### Lack of Oral Health/Dental Services

#### Goal #1

All Iowans will have access to optimally fluoridated water.

<table>
<thead>
<tr>
<th>Alignment with National Plans</th>
<th>Alignment with State / Other Plans</th>
</tr>
</thead>
</table>

#### Objective 1-1

Increase the percent of Iowans served by community water systems that have access to optimally fluoridated water (based on 0.7 ppm proposed national standard) from 91% to 94%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>91%</td>
<td>2021</td>
<td>94%</td>
</tr>
</tbody>
</table>

Data Source & Location

#### Strategy 1-1.1

Launch a fluoridation education and outreach effort so that every child in Iowa through age 12 who lives in households with incomes below 300% of poverty level will be cavity-free.

**Strategy Type**: Individual/interpersonal-focused

**Strategy Source & Location**
Delta Dental of Iowa Strategic Plan [https://www.deltadentalia.com/foundation/strategic-goals](https://www.deltadentalia.com/foundation/strategic-goals)

**Who’s Responsible**
Delta Dental of Iowa Foundation

**Target Date**
Jan 1, 2020

#### Strategy 1-1.2

Provide information and educational materials to health care providers, the general public, water professionals, and Iowans for Oral Health Coalition related to the safety, effectiveness, and cost effectiveness of water fluoridation.

**Strategy Type**: Community-focused

**Strategy Source & Location**
Iowa Oral Health Plan 2016-2020

**Who’s Responsible**
Iowa Department of Public Health

**Target Date**
Jan 1, 2020

#### Strategy 1-1.3

Assess and monitor the fluoridation status of Iowa community water systems.

**Strategy Type**: Demographic/socioeconomic-focused

**Strategy Source & Location**
Iowa Oral Health Plan 2016-2020
Who’s Responsible
Iowa Department of Public Health

**Lack of Oral Health/Dental Services**

**Goal #2**  By 2020, assure optimal oral health for aging Iowans.

Alignment with National Plans
Healthy People 2020, Oral Health, Objectives 3-2 & 3-3

Alignment with State / Other Plans
Iowa Oral Health Plan 2016-2020
[http://idph.iowa.gov/ohds/oral-health-center/reports](http://idph.iowa.gov/ohds/oral-health-center/reports)

**Objective 2-1**
Increase access to oral health education and services for aging Iowans by a trained and qualified workforce.

<table>
<thead>
<tr>
<th>Data Source &amp; Location</th>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>TBD</td>
<td>2020</td>
<td>TBD</td>
</tr>
</tbody>
</table>

### Baseline
- **Value**: TBD

### Target
- **Year**: 2020
- **Value**: TBD

**Strategy 2-1.1**
Advocate for licensed dental hygienists performing educational and oral screening services without supervision of a licensed dentist and without restriction on the location of those services.

**Strategy Type**
Policy-focused

**Strategy Source & Location**
New strategy

**Who’s Responsible**
Iowa CareGivers

**Target Date**
Jun 30, 2017

**Strategy 2-1.2**
Continue the grant of Oral Health Education for Direct Caregivers (OHEDC).

**Strategy Type**
Policy-focused

**Strategy Source & Location**
Iowa Oral Health Plan 2016-2020

**Who’s Responsible**
Iowa CareGivers

**Target Date**
Dec 31, 2017

**Strategy 2-1.3**
Increase awareness of Prepare to Care training including specialty endorsements such as Oral Health/Mouth Care Matters.

**Strategy Type**
Professional/provider-focused

**Strategy Source & Location**
Iowa Oral Health Plan 2016-2020

**Who’s Responsible**
Iowa CareGivers

**Target Date**
Dec 31, 2017
### Lack of Oral Health/Dental Services

#### Objective 3-1
Increase the percent of 3rd grade children who have at least one sealant on a permanent first molar from 59.4% to 70%.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>59.4%</td>
<td>2021</td>
<td>70%</td>
</tr>
</tbody>
</table>


#### Strategy 3-1.1
Provide technical assistance and training to local I-Smile™ school contractors.

Strategy Type: Professional/provider-focused

Strategy Source & Location: Iowa Oral Health Plan 2016-2020

Who’s Responsible: Iowa Department of Public Health

Target Date: Jan 1, 2020

#### Strategy 3-1.2
Work with partners to promote the I-Smile™ @ School Program and dental sealants for children.

Strategy Type: Community-focused

Strategy Source & Location: Iowa Oral Health Plan 2016-2020

Who’s Responsible: Iowa Department of Public Health

Target Date: Jan 1, 2020

#### Objective 3-2
Increase the percent of Medicaid-enrolled children ages 0-2 who receive a dental service from 35.3% to 45.3%.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>35.3%</td>
<td>2021</td>
<td>45.3%</td>
</tr>
</tbody>
</table>


#### Strategy 3-2.1
Provide technical assistance and training to local I-Smile™ contractors.

Strategy Type: Professional/provider-focused

Strategy Source & Location: I-Smile program plan, Iowa Department of Public Health

Who’s Responsible: Iowa Department of Public Health

Target Date: Jan 1, 2020
Lack of Oral Health/Dental Services

**Strategy 3-2.2**  
Work with partners to promote the I-Smile Program and early and regular care for children.  
*Strategy Type*  
Community-focused  

**Strategy Source & Location**  
I-Smile program plan, Iowa Department of Public Health  

**Who’s Responsible**  
Iowa Department of Public Health  

**Target Date**  
Jan 1, 2020

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**Objective 3-3**  
Increase the percent of older Iowans who visited a dentist in the past year from 72% to 75% for ages 65-74 and from 68% to 70% for ages 75 and over.  

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>72% (65-74)</td>
<td>2021</td>
<td>75% (65-74)</td>
</tr>
<tr>
<td></td>
<td>68% (75+)</td>
<td></td>
<td>70% (75+)</td>
</tr>
</tbody>
</table>

**Data Source & Location**  

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**Strategy 3-3.1**  
Provide technical assistance and training to local I-Smile™ Silver contractors.  
*Strategy Type*  
Professional/provider-focused  

**Strategy Source & Location**  
Iowa Oral Health Plan 2016-2020  

**Who’s Responsible**  
Iowa Department of Public Health  

**Target Date**  
Jan 1/2021

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**Strategy 3-3.2**  
Work with Lifelong Smiles Coalition and other partners to promote and expand the I-Smile™ Silver Program.  
*Strategy Type*  
Community-focused  

**Strategy Source & Location**  
Iowa Oral Health Plan 2016-2020  

**Who’s Responsible**  
Iowa Department of Public Health, Delta Dental of Iowa Foundation  

**Target Date**  
Jan 1, 2020
## Iowa Health Issue: Sexually Transmitted Diseases

Iowa Counties with Local Strategies

Buchanan, Calhoun, Grundy, Iowa, Linn, Louisa, Marshall, Page, Pottawattamie, Webster

These community health improvement plans are available on the Iowa Department of Public Health, Community Health Needs Assessment and Health Improvement Planning (CHNA&HIP) website: [http://idph.iowa.gov/chnahip/health-improvement-plans](http://idph.iowa.gov/chnahip/health-improvement-plans)

### Sexually Transmitted Diseases

**Goal #1** Reduce the burden of sexually transmitted diseases (STD) among disproportionately impacted populations.

<table>
<thead>
<tr>
<th>Alignment with National Plans</th>
<th>Alignment with State / Other Plans</th>
</tr>
</thead>
</table>

#### Sexually Transmitted Diseases

**Objective 1-1** By 2021, increase the percentage of sexually active females ages 16-24 who are screened at least annually for chlamydia to 60% using the HEDIS measure.

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline Value</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>37%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Data Source & Location**


**Strategy 1-1.1** Work with medical organizations across the state to ensure providers are aware of chlamydia screening recommendations and the chlamydia HEDIS measure and adhering to them via distribution of materials, holding forums, and other educational opportunities related to testing, treatment, and risk reduction associated chlamydia.

**Strategy Type** Professional/provider-focused

**Strategy Source & Location**

- Iowa Department of Public Health, Bureau of HIV, STD, and Hepatitis

**Who’s Responsible** Iowa Department of Public Health, Bureau of HIV, STD, and Hepatitis

**Target Date** Dec 31, 2021

#### Sexually Transmitted Diseases

**Objective 1-2** By 2021, decrease the rate of gonorrhea among black, non-Hispanic persons in Iowa to 300 per 100,000 population.

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline Value</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>586</td>
<td>300</td>
</tr>
</tbody>
</table>

**Data Source & Location**

- Iowa Department of Public Health, STD Program disease surveillance data [http://idph.iowa.gov/hivstdhep/std/resources](http://idph.iowa.gov/hivstdhep/std/resources)
Sexually Transmitted Diseases

**Strategy 1-2.1** Increase outreach to populations disproportionately impacted by gonorrhea in Iowa, including black, non-Hispanic populations, to increase awareness and ensure access to testing and treatment services, as well as prevention and risk reduction options.

**Strategy Source & Location**
Community-Based Screening Services (CBSS) program for STD testing and treatment

**Who's Responsible**
Iowa Department of Public Health, Bureau of HIV, STD, and Hepatitis

**Target Date**
Dec 31, 2021

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**Sexually Transmitted Diseases**

**Objective 1-3** By 2021, reduce the rate of infectious syphilis to 2.0 per 100,000 population.

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Baseline Value</th>
<th>Target Year</th>
<th>Target Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5.6</td>
<td>2021</td>
<td>2.0</td>
</tr>
</tbody>
</table>

**Data Source & Location**
Iowa Department of Public Health, STD Program disease surveillance data [http://idph.iowa.gov/hivstdhep/std/resources](http://idph.iowa.gov/hivstdhep/std/resources)

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**Sexually Transmitted Diseases**

**Strategy 1-3.1** Increase outreach to populations disproportionately impacted by syphilis in Iowa, including men who have sex with men (MSM) populations, to increase awareness and ensure access to testing and treatment services, as well as prevention and risk reduction options.

**Strategy Source & Location**
Community-Based Screening Services (CBSS) program for STD testing and treatment; HIV prevention and care programs

**Who's Responsible**
Iowa Department of Public Health, Bureau of HIV, STD, and Hepatitis

**Target Date**
Dec 31, 2021