

# Healthy Iowans 2017-2021

## Iowa's Health Improvement Plan



### Healthy Living

March 2017



Coordinated by the Bureau of Planning Services  
Iowa Department of Public Health



# Healthy Living

## Iowa Health Issue: Obesity, Nutrition & Physical Activity

### Iowa Counties with Local Strategies

Adair, Allamakee, Appanoose, Benton, Black Hawk, Boone, Buchanan, Calhoun, Cedar, Cerro Gordo, Cherokee, Chickasaw, Clarke, Clayton, Clinton, Dallas, Decatur, Delaware, Des Moines, Dubuque, Emmet, Fayette, Franklin, Fremont, Greene, Grundy, Henry, Humboldt, Iowa, Jackson, Jones, Kossuth, Lee, Linn, Louisa, Lucas, Lyon, Mahaska, Mills, Mitchell, Monona, Monroe, Montgomery, Page, Palo Alto, Plymouth, Pocahontas, Pottawattamie, Poweshiek, Sac, Scott, Shelby, Sioux, Story, Tama, Union, Van Buren, Wapello, Warren, Washington, Webster, Winnebago, Winneshiek, Woodbury, Worth

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>

### Obesity, Nutrition & Physical Activity

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

#### Alignment with National Plans

Healthy People 2020, Physical Activity  
<https://www.healthypeople.gov/2020/topics-objectives/topic/physical-activity>

#### Alignment with State / Other Plans

N/A

### Obesity, Nutrition & Physical Activity

<b>Objective 1-1</b>	Increase the percentage of adults engaged in some sort of physical activity for exercise during the past month.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	73.7%	2020	77.7%

Data Source & Location: Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System <http://idph.iowa.gov/brfss>

### Obesity, Nutrition & Physical Activity

**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 Type** Community-focused

**Strategy Source & Location**  
 U.S. Surgeon General's Call to Action - Step It Up.  
<https://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/>

**Who's Responsible** Iowa Healthiest State Initiative in partnership with Active Living Iowa Committee **Target Date** Dec 31, 2019

### Obesity, Nutrition & Physical Activity

**Strategy 1-1.2** Increase the number of complete street policies in Iowa. **Strategy Type** Policy-focused

**Strategy Source & Location**  
 Iowa Healthiest State Initiative <http://www.iowahealthieststate.com/>

**Who's Responsible** Iowa Healthiest State in partnership with Active Living Iowa Committee **Target Date** Dec 31, 2019

Obesity, Nutrition & Physical Activity

**Objective 1-2** Increase adult consumption of at least one fruit and one vegetable each day by 10%.

Baseline Year	Baseline Value	Target Year	Target Value
2015	fruits 58.3% vegetables 73.1%	2021	fruits 64.1% vegetables 80.4%

Data Source & Location: Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System <http://idph.iowa.gov/brfss>

Obesity, Nutrition & Physical Activity

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

Strategy Type  
Community-focused

Strategy Source & Location

Iowa Healthiest State Initiative <http://www.iowahealthieststate.com/>

Who's Responsible

Iowa Healthiest State and Community Farmers Markets

Target Date

Dec 31, 2019

Obesity, Nutrition & Physical Activity

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

Alignment with National Plans

Healthy People 2020, Leading Health Indicators Topics, Nutrition, Physical Activity, & Obesity  
<https://www.healthypeople.gov/2020/leading-health-indicators/2020-lhi-topics/Nutrition-Physical-Activity-and-Obesity>

Million Hearts Initiative  
<https://millionhearts.hhs.gov>

Alignment with State / Other Plans

Million Hearts Initiative  
<http://publications.iowa.gov/22069/>

Iowa State University Extension & Outreach 2014-2018 Work Plan  
<http://www.extension.iastate.edu/ag/staff/info/2014-2018%20Plan%20of%20Work.pdf>

Obesity, Nutrition & Physical Activity

**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.

Baseline Year	Baseline Value	Target Year	Target Value
Youth 2012	Youth 13.2%	2020	Youth 10%
Adults 2015	Adults 32.1%		Adults 29%

Data Source & Location: The State of Obesity: Better Policies for a Healthier America, September 2016  
<http://stateofobesity.org/states/ia/>

America's Health Rankings  
<http://www.americashealthrankings.org/explore/2015-annual-report/measure/youthobesity/state/IA>

Obesity, Nutrition & Physical Activity

**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

Strategy Source & Location

Smart Growth America

<https://www.smartgrowthamerica.org/app/legacy/documents/cs/policy/cs-policyelements.pdf>

Centers for Disease Control and Prevention (CDC). State Action Guides accompanying the State Indicator Report on Physical Activity, 2014  
<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](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

U.S. Department of Education <http://www2.ed.gov/policy/elsec/leg/essa/index.html>

SHAPE America, Shape of the Nation Report 2016

[http://www.shapeamerica.org/advocacy/son/2016/upload/Shape-of-the-Nation-2016\\_web.pdf](http://www.shapeamerica.org/advocacy/son/2016/upload/Shape-of-the-Nation-2016_web.pdf)

CDC <http://www.cdc.gov/healthyschools/shi/index.htm>; [http://www.cdc.gov/physicalactivity/downloads/state\\_pdfs/14\\_248165\\_ia\\_tag508.pdf](http://www.cdc.gov/physicalactivity/downloads/state_pdfs/14_248165_ia_tag508.pdf)

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 Year	Baseline Value	Target Year	Target Value
2015	60%	2021	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

YMCA, The Standards, <http://www.ymca.net/hepa/standards/>  
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

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

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

Obesity, Nutrition & Physical Activity

**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

Healthy People 2020, Nutrition & Weight Status  
<https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status>

Alignment with State / Other Plans

Iowa State Plan on Aging  
<https://www.iowaaging.gov/about>

Obesity, Nutrition & Physical Activity

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

Baseline Year	Baseline Value	Target Year	Target Value
2015	Fruits 26%	2018	Fruits 29%
	Vegetables 39%		Vegetables 42%

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

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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

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

Baseline Year	Baseline Value	Target Year	Target Value
2015	30%	2018	31%

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

Obesity, Nutrition & Physical Activity

**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



Obesity, Nutrition & Physical Activity

**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.  
<https://www.usda.gov/documents/usda-strategic-plan-fy-2014-2018.pdf>

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>

Obesity, Nutrition & Physical Activity

<b>Objective 4-1</b>	Increase the number of meal sites by 12% from 504 (2016) to 565 by 2021.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	504	2021	565

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>

Obesity, Nutrition & Physical Activity

**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>

Who's Responsible

Iowa Department of Education, SFSP Education Program Consultant

Target Date

Sep 1, 2021

Obesity, Nutrition & Physical Activity

**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>

Who's Responsible

Iowa Department of Education, SFSP Education Program Consultant

Target Date

Sep 1, 2021

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

<b>Objective 5-1</b>	Improve/enhance communications to Executive Branch Non-Contract wellness-eligible employees with the intention of maintaining current participation levels.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	87%	2017	87%

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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

**Objective 5-2** Improve/enhance communications to State Police Officers Council employees with the intention of maintaining current participation levels.

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

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

Obesity, Nutrition & Physical Activity

**Strategy 5-2.1** In partnership with Wellmark Blue Cross Blue Shield, use the results from State Police Officers' 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

Target Date

Mar 31, 2017

Obesity, Nutrition & Physical Activity

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

Alignment with National Plans

Healthy People 2020, Social Determinants of Health  
<https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

Alignment with State / Other Plans

State Innovation Model, Statewide Strategy Plans, Nutrition & Physical Activity  
<https://idph.iowa.gov/SIM>

Obesity, Nutrition & Physical Activity

**Objective 6-1** By 2021 achieve a redemption rate of 75% of fruit and vegetable dollars (Cash Value Benefits - CVBs).

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

Data Source & Location | WIC MIS System reports (unpublished)

Obesity, Nutrition & Physical Activity

**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



Strategy Source & Location

Iowa Department of Public Health, WIC Program

Who's Responsible

WIC Director and Nutrition Consultants, Iowa Department of Public Health

Target Date

Dec 31, 2021

Obesity, Nutrition & Physical Activity

**Objective 6-2**

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

Baseline Year	Baseline Value	Target Year	Target Value
2016	25,689	2021	28,258

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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

**Objective 6-3**

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

Baseline Year	Baseline Value	Target Year	Target Value
2015	13.8%	2021	14.5%

Data Source & Location | Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System <http://idph.iowa.gov/brfss>

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

**Goal #7** Increase breastfeeding rates.

Alignment with National Plans

Healthy People 2020, Maternal Infant & Child Health  
<https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health>

Alignment with State / Other Plans

State Innovation Model, Statewide Strategy Plans, Obesity  
<https://idph.iowa.gov/SIM>

Obesity, Nutrition & Physical Activity

**Objective 7-1** Increase access to breastfeeding friendly environments.

Baseline Year	Baseline Value	Target Year	Target Value
2015	75 composite score	2017	77 composite score

Data Source & Location: Maternity Practices in Infant Nutrition and Care (mPINC) - State composite score  
[http://www.cdc.gov/breastfeeding/data/mpinc/state\\_reports.html](http://www.cdc.gov/breastfeeding/data/mpinc/state_reports.html)

Obesity, Nutrition & Physical Activity

**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](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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

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

Alignment with National Plans

Healthy People 2020, Physical Activity  
<https://www.healthypeople.gov/2020/topics-objectives/topic/physical-activity>

Alignment with State / Other Plans

State Innovation Model, Statewide Strategy Plans, Nutrition & Physical Activity <https://idph.iowa.gov/SIM>

Obesity, Nutrition & Physical Activity

**Objective 8-1** Increase the number of complete streets policies.

Baseline Year	Baseline Value	Target Year	Target Value
2016	19	2018	25

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 Type  
Policy-focused

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

Obesity, Nutrition & Physical Activity

**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  
<https://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status>

Alignment with State / Other Plans

Obesity Statewide Strategy Plan

Obesity, Nutrition & Physical Activity

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

Baseline Year	Baseline Value	Target Year	Target Value
2016	0	2021	20

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

Obesity, Nutrition & Physical Activity

**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 Type  
Professional/provider-focused

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

Obesity, Nutrition & Physical Activity

**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.

Baseline Year	Baseline Value	Target Year	Target Value
2016	61	2021	73

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

Obesity, Nutrition & Physical Activity

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

Strategy Source & Location

Iowa Nutrition Network- SNAP-Ed funded

Who's Responsible

Iowa Nutrition Network (INN)

Target Date

Jan 1, 2021

Obesity, Nutrition & Physical Activity

**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 Type  
Policy-focused

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

Obesity, Nutrition & Physical Activity

**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 Type  
Policy-focused

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

Obesity, Nutrition & Physical Activity

<b>Objective 9-3</b>	Increase the number of Iowa communities that implement CDC-recommended Community Strategies to Prevent Obesity.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	38	2021	68

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

Obesity, Nutrition & Physical Activity

**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 Type  
Policy-focused

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

Obesity, Nutrition & Physical Activity

**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

Obesity, Nutrition & Physical Activity

<b>Objective 10-1</b>	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.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	764	2019	611

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

Obesity, Nutrition & Physical Activity

**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 Type  
Professional/provider-focused

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

Obesity, Nutrition & Physical Activity

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

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

Obesity, Nutrition & Physical Activity

**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 Type  
Professional/provider-focused

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

Iowa Counties with Local Strategies

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>

### Lack of Oral Health/Dental Services

**Goal #1** All Iowans will have access to optimally fluoridated water.

#### Alignment with National Plans

Healthy People 2020, Oral Health, Objective 13  
<https://www.healthypeople.gov/2020/topics-objectives/topic/oral-health>

#### Alignment with State / Other Plans

Iowa Oral Health Plan 2016-2020  
<http://idph.iowa.gov/ohds/oral-health-center/reports>

### Lack of Oral Health/Dental Services

Objective 1-1	Increase the percent of Iowans served by community water systems that have access to optimally fluoridated water (based on 0.7ppm proposed national standard) from 91% to 94%.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	91%	2021	94%

Data Source & Location: Water Fluoridation Reporting System (WFRS)  
[https://nccd.cdc.gov/DOH\\_MWF/Reports/Summary\\_Rpt.aspx](https://nccd.cdc.gov/DOH_MWF/Reports/Summary_Rpt.aspx)

### Lack of Oral Health/Dental Services

**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>

Who's Responsible  
Delta Dental of Iowa Foundation

Target Date  
Jan 1, 2020

### Lack of Oral Health/Dental Services

**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

### Lack of Oral Health/Dental Services

**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

Target Date  
Jan 1, 2020

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  
<https://www.healthypeople.gov/2020/topics-objectives/topic/oral-health>

Alignment with State / Other Plans

Iowa Oral Health Plan 2016-2020  
<http://idph.iowa.gov/ohds/oral-health-center/reports>

Lack of Oral Health/Dental Services

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

Baseline Year	Baseline Value	Target Year	Target Value
2016	TBD	2020	TBD

Data Source & Location  
To be developed.

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

**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

**Goal #3** Iowans will have improved access to preventive oral health services through I-Smile™ Program expansion.

Alignment with National Plans

Healthy People 2020, Oral Health  
<https://www.healthypeople.gov/2020/topics-objectives/topic/oral-health>

Alignment with State / Other Plans

Iowa Oral Health Plan 2016-2020  
<http://idph.iowa.gov/ohds/oral-health-center/reports>

Lack of Oral Health/Dental Services

<b>Objective 3-1</b>	Increase the percent of 3rd grade children who have at least one sealant on a permanent first molar from 59.4% to 70%.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	59.4%	2021	70%

Data Source & Location | 2016 Iowa Third Grade Oral Health Survey Report  
<http://idph.iowa.gov/ohds/oral-health-center/reports>

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

<b>Objective 3-2</b>	Increase the percent of Medicaid-enrolled children ages 0-2 who receive a dental service from 35.3% to 45.3%.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	35.3%	2021	45.3%

Data Source & Location | CMS 416 report <http://idph.iowa.gov/ohds/oral-health-center/reports>

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

**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.

Baseline Year	Baseline Value	Target Year	Target Value
2014	72% (65-74) 68% (75+)	2021	75% (65-74) 70% (75+)

Data Source & Location Health in Iowa: Annual Report from the Behavioral Risk Factor Surveillance System <http://idph.iowa.gov/brfss>

Lack of Oral Health/Dental Services

**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

Lack of Oral Health/Dental Services

**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>

### Sexually Transmitted Diseases

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

#### Alignment with National Plans

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) Strategic Plan  
<https://www.cdc.gov/nchhstp/strategicpriorities/>

#### Alignment with State / Other Plans

Iowa's work plan for Improving Sexually Transmitted Disease Programs through Assessment, Assurance, Policy Development, and Prevention Strategies (STD AAPPs)  
<https://idph.iowa.gov/Portals/1/Files/HIVSTDHEP/Final%20Narrative%203-22.pdf>

### 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.	Baseline Year	Baseline Value	Target Year	Target Value
		2014	37%	2021	60%

Data Source & Location: National Committee for Quality Assurance (NCQA) report on chlamydia Healthcare Effectiveness Data and Information Set (HEDIS) measure. <http://www.ncqa.org/report-cards/health-plans/state-of-health-care-quality/2015-table-of-contents/chlamydia-screening>

Family Planning Annual Reports <http://www.hhs.gov/opa/title-x-family-planning/research-and-data/fp-annual-reports/>

### Sexually Transmitted Diseases

**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

Improving Sexually Transmitted Disease Programs through Assessment, Assurance, Policy Development, and Prevention Strategies (STD AAPPs) at <http://www.cdc.gov/std/foa/aapps/> and Iowa's STD AAPPs work plan.

#### 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.	Baseline Year	Baseline Value	Target Year	Target Value
		2014	586	2021	300

Data Source & Location: National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) atlas  
<http://gis.cdc.gov/grasp/nchhstpatlas/main.html?value=atlas>

Iowa Department of Public Health, STD Program disease surveillance data  
<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 Type  
Community-focused

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

Sexually Transmitted Diseases

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

Baseline Year	Baseline Value	Target Year	Target Value
2014	5.6	2021	2.0

Data Source & Location National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) atlas  
<http://gis.cdc.gov/grasp/nchhstpatlas/main.html?value=atlas>

Iowa Department of Public Health, STD Program disease surveillance data  
<http://idph.iowa.gov/hivstdhhep/std/resources>

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 Type  
Community-focused

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