

Healthiest State Initiative Nutrition



Dr. Miller-Meeks

Director, Iowa Department of Public
Health

The Gallup-Healthways Well-Being Index[®] : A Comprehensive Approach to Measuring Wellbeing

Gallup-Healthways tracks 55 items that comprise six core sub-indexes to provide leaders with a comprehensive metric that covers six key interrelated areas of wellbeing:

Life Evaluation

Ranking one's life today and in the future

Emotional Health

Daily feelings; Clinical depression

Physical Health*

Chronic conditions, obesity, physical pain, cold/flu

Healthy Behaviors *


Smoking, healthy eating, exercise

Work Environment

Using strengths, supervisor relationships

Basic Access *

Healthcare, community satisfaction, money for basics



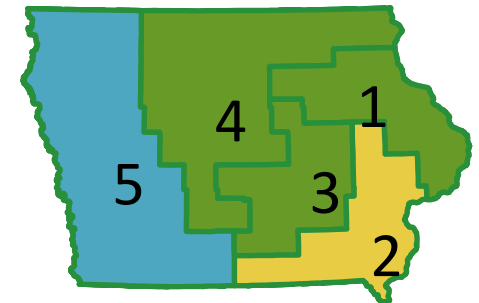
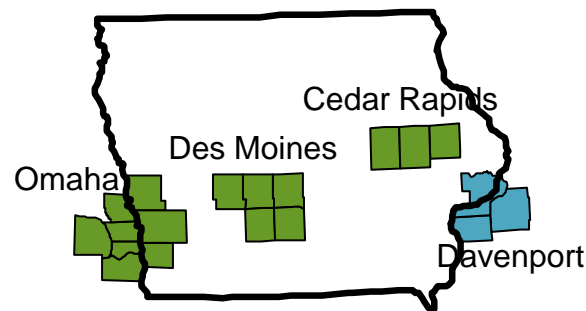
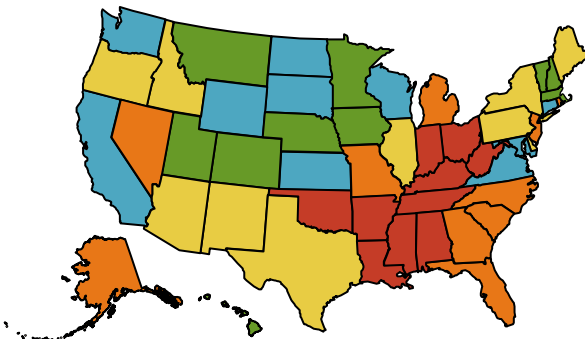
**Well-Being Index
Composite Score**
(Average of six sub-indexes)

2012 Well-Being in Iowa

	2011	2012
Well-Being Overall	67.4	68.1
Life Evaluation	48.9	48.9
Emotional Health	81.1	80.5
Physical Health	78.3	78.1
Healthy Behavior	62.3	62.7
Work Environment	48.4	52.8
Basic Access	85.4	85.9

2011	2012
16	9
27	27
8	11
11	8
36	36
23	4
6	3

TOP QUINTILE
 2ND QUINTILE
 3RD QUINTILE
 4TH QUINTILE
 5TH QUINTILE



Nutrition Related Survey Questions

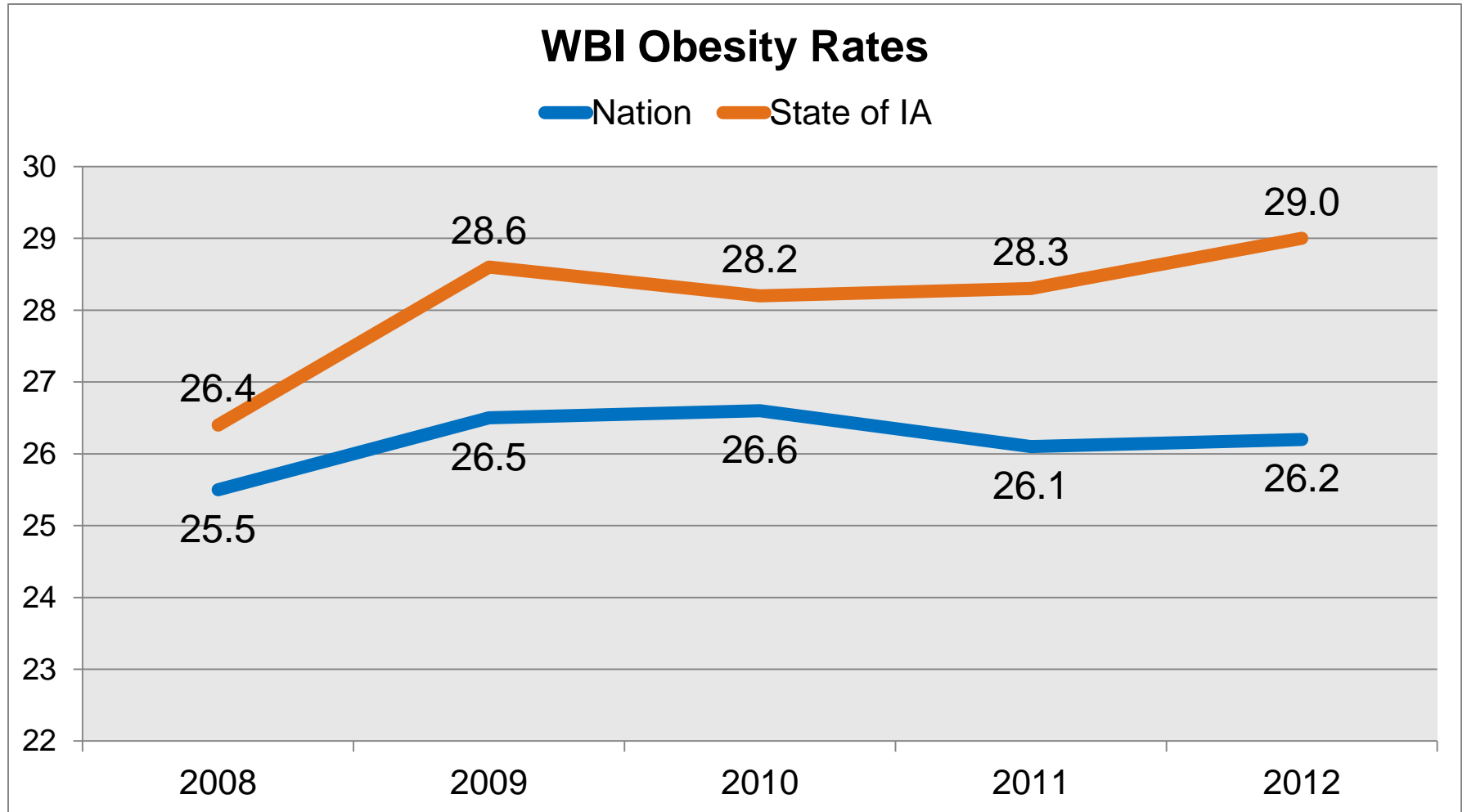
- Are you eating healthy? (Healthy Behaviors)
- What is your weekly consumption of fruits and vegetables? (Healthy Behaviors)
- Are you obese? What is your energy level? (Physical Health)
- Are there affordable fruits and vegetables? (Basic Access)

2012 Physical Health Domain

	% Who did not have Health Problems prevent normal activity (yesterday)	% Who had enough energy to get things done (yesterday)	% With High Blood Pressure (Ever in Lifetime)	% With Diabetes	% With Recurring Knee/Leg Pain (last 12 months)	% Obese
Iowa	80.6	86.1 ↓	28.1	10.0	24.1	29.0
U.S.	78.6	85.9	29.3	10.9	25.4	26.2
Top State	MN – 82.7	HI – 90.3	CO – 22.0	AK – 6.0	HI – 21.1	CO – 18.7

↑ and ↓ signify the 2011 to 2012 change in score for each question that experienced statistically significant movement.

WBI Five Year Trend – Obesity Rates



2012 Health Behavior Domain

	% Who do not smoke	% Who “ate healthy” all day yesterday	% Who exercise 30 or more minutes 3 days in the last week	% Who had 5 or more servings of fruits and vegetables 4 days in the last week
Iowa	77.5	64.4	53.2	55.0
U.S.	79.6	66.5	52.7	57.8
Top State	UT – 87.1	RI – 73.4	AK – 62.2	VT – 66.3

↑ and ↓ signify the 2011 to 2012 change in score for each question that experienced statistically significant movement.

HSI Nutrition Workgroup

Develop strategies to increase fruit and vegetable consumption and overall healthy eating.

- Identify target groups
- Simple messaging
- Available resource list



healthiest
— state —
initiative

Identify Target Groups

- 1) Meal Planner/Provider/Preparer of the Household
- 2) Working Adults
- 3) Convenience Store/Restaurant Shopper



Strategies

- Simple messaging (My Plate)
- Communication
- Convenience store toolkit
- Gardens
- SNAP
- Partnerships



Simple Messaging

My Plate/Half Your Plate

- Half your plate fruits and veggies
- Color up your plate!
- Frozen, canned, or fresh
- Combination foods





Slice. Eat.

(How easy is that?)

Pick a **better** snack



Funded by USDA's SNAP, an equal opportunity provider with employee collaboration with the Iowa Department of Public Health, Iowa Food

STAR

Communication

- Pinterest recipes
- Dashboard dining/traveling meal options
- Healthiest State Initiative Website resource list
- Rotating themes
- Twitter Handles exchange
- Newsletter pieces to organizations

[**IDPH Director @IDPHDirector7 May**](#)

Healthy minds & bodies! RT [@hyvee](#): Dallas Clark:
"Anytime Hy-Vee and Character Counts come together,
great things happen.

Resources

- **Spend Smart Eat Smart** <http://www.extension.iastate.edu/foodsavings/>
- **Cultivate Iowa** <http://www.cultivateiowa.org/>
- **Eat Breakfast:**
 - Power Up With Breakfast: <http://www.eatright.org/nutritiontipsheets/> (not a direct link, need to download pdf)
 -
- **Make Half Your Plate Fruits and Vegetables:**
 - Kid Friendly Veggies and Fruit: <http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet11KidFriendlyVeggiesAndFruits.pdf>
 - Add More Vegetables: <http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet2AddMoreVegetables.pdf>
 - Focus on Fruits: <http://www.choosemyplate.gov/food-groups/downloads/TenTips/DGTipsheet3FocusOnFruits.pdf>
- **Watch Portion Sizes:**
 - How Much Are You Eating?: <https://store.extension.iastate.edu/ItemDetail.aspx?ProductID=2073>

Rotating themes

Template: brief text, 2-3 links, video links, recipes, budgets

- Eat Breakfast, on the go
- Portion sizes
- Healthy snacks
- Food labels
- Food safety guidelines
- Family meal time
- Dine out
- Rethink your drink
- Microwave meals
- Holiday eating
- Heart healthy
- Great grilling
- Brown bag beauties
- Color your plate
- Canning and freezing

Convenience Store Toolkit

- Healthy snacks close to register
- Price right
- Rotating produce
- Arrangement with local farmers
- “Brown Bag” on the Go



Gardens

- Community Gardens
- School Gardens
- Container or Deck Gardens
- Canning and Freezing
- Farmer's Markets
 - Unused Produce Donation
 - Coupons at Food Banks/Churches/Schools
- Unused Produce
 - Donate to food banks
 - Tax credits



SNAP

- No nutrition requirements
- Policy change at Federal Level
- State based waiver



Partnerships

- Twitter Handles
- Newsletter pieces
 - Newsletter templates
 - Centered around monthly theme
- Faith Based Organizations
- All community groups
- Vending machines



Thank you!

Dr. Mariannette Miller-Meeks

515-281-8474

Mariannette.miller-meeks@idph.iowa.gov