2019 saw great momentum in our effort to make Iowa the healthiest state in the nation. There’s still work to be done, but here’s how we’re making strides forward:

**Healthy Hometown SM**
- Consulted with 55 communities since 2017

**Double Up Food Bucks**
- 700% increase in sales compared to 2018

**Iowa Walking College**
- Hosted the third cohort of 9 fellows representing 9 counties, including urban and rural communities

**Healthy Choices Count**
- 454 registered sites including schools, early care, workplaces, after-school programs and health care providers – reaching 289,427 Iowans

- 3,100 Iowa kids learned about 5-2-1-0 Healthy Choices Count! through a partnership with IPTV Kids Clubhouse and Dan Wardell
- Launched 5-2-1-0 Healthy Choices Count! for the workplace sector

**5210**
- 85% of customers said they are purchasing more fruits and vegetables

**Double Up Food Bucks**
- 154K fruits and vegetables purchased with Double Up Food Bucks

**Community Health Improvement**
- 36 participating farmers markets and grocery stores

**Healthy Choices Count**
- $261K in economic impact on Iowa communities
2019 was our second annual event! We recognized:

9 worksites
3 schools
3 individuals
9 communities

We awarded more than $24,000 to...

3 workplace winners
1 school winner
1 individual winner
3 community winners

- A new program launched in 2019 to reduce mental illness stigma across the state
- Trained 59 Make It OK Ambassadors

Reached more than
2,000 Iowans through presentations and community events

ANNUAL WALK

More than
900 walks spanning all 99 counties

IOWA STATE FAIR

Hosted Opening Day Historical Walking Tour in partnership with the Iowa Department of Cultural Affairs and Gov. Kim Reynolds

11 days of group fitness workouts hosted on Expo Hill, including yoga, Zumba and more!

Co-sponsored a State Fair Steps Challenge with Iowa 4-H and other partners

CONFERENCE

Sold out event with more than
300 attendees with focus on mental health in the workplace