



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:

Healthiest State INITIATIVE

Community Health Improvement

DOUBLE UP FOOD BUCKS

This SNAP incentive program enables low-income Iowans to eat more fresh fruits and vegetables while supporting local farmers and economies.



700%
increase in sales compared to 2018



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



154K
fruits and vegetables purchased with Double Up Food Bucks



36
participating farmers markets and grocery stores



\$261K
in economic impact on Iowa communities

HEALTHY HOMETOWN SM Powered by Wellmark



Consulted with

55

communities since 2017

IOWA WALKING COLLEGE

Hosted the third cohort of

9 fellows

representing

9 counties

including urban and rural communities



5 2 1 0

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

ANNUAL AWARDS

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 winners

3

community winners

Events & Education

MAKE IT OK

Reached more than

2,000

Iowans through presentations and community events

- A new program launched in 2019 to reduce mental illness stigma across the state

- Trained 59 Make It OK Ambassadors

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

ANNUAL WALK



More than

900

walks spanning all 99 counties

CONFERENCE

Sold out event with more than

300

attendees with focus on mental health in the workplace

