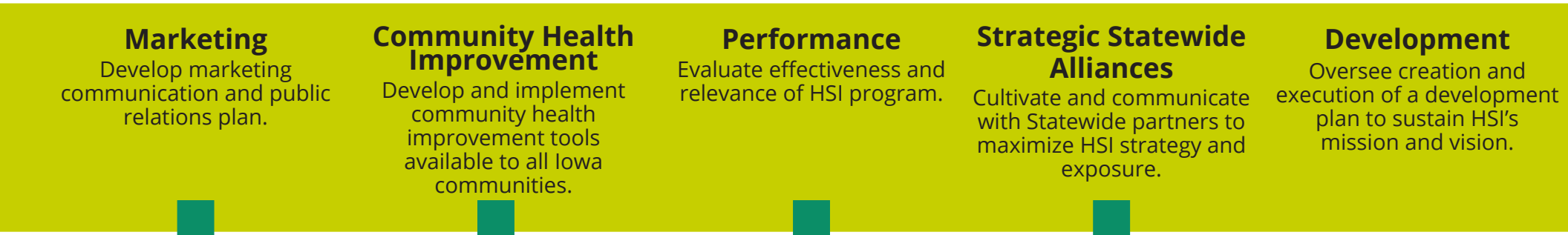




Board of Directors
12-15 members who meet twice a year; govern and oversee HSI.

Executive Committee
4-6 members who meet four times a year and provides strategic direction and operational oversight.

Leadership Cabinet
12-15 members who meet quarterly; coordinate strategic delivery of HSI programs/functions.



Marketing
Develop marketing communication and public relations plan.

Events
Consult in development, promotion and execution of HSI events.

Engagement
Develop plan to engage Iowans to make behavioral lifestyle changes that enhance their well-being.

Community Health Improvement
Develop and implement community health improvement tools available to all Iowa communities.

Community

School

Worksite

Organizations

Health Care Providers

Retail/Food

Performance
Evaluate effectiveness and relevance of HSI program.

Feedback
Gather community health improvement feedback from Iowa citizens and leaders to improve programming.

Measurement
Identify/create and track well-being improvement including WBI, award criteria and recognition structure.

Strategic Statewide Alliances
Cultivate and communicate with Statewide partners to maximize HSI strategy and exposure.

Foundation
Strategically align funders of community health improvement initiatives.

Non-Profits
Strategically align non-profit organizations focused on health and well-being.

Health Care Providers
Identify and implement best practices as well as coordinate across the health care system to enhance patient outcomes.

Development
Oversee creation and execution of a development plan to sustain HSI's mission and vision.

WORKGROUPS