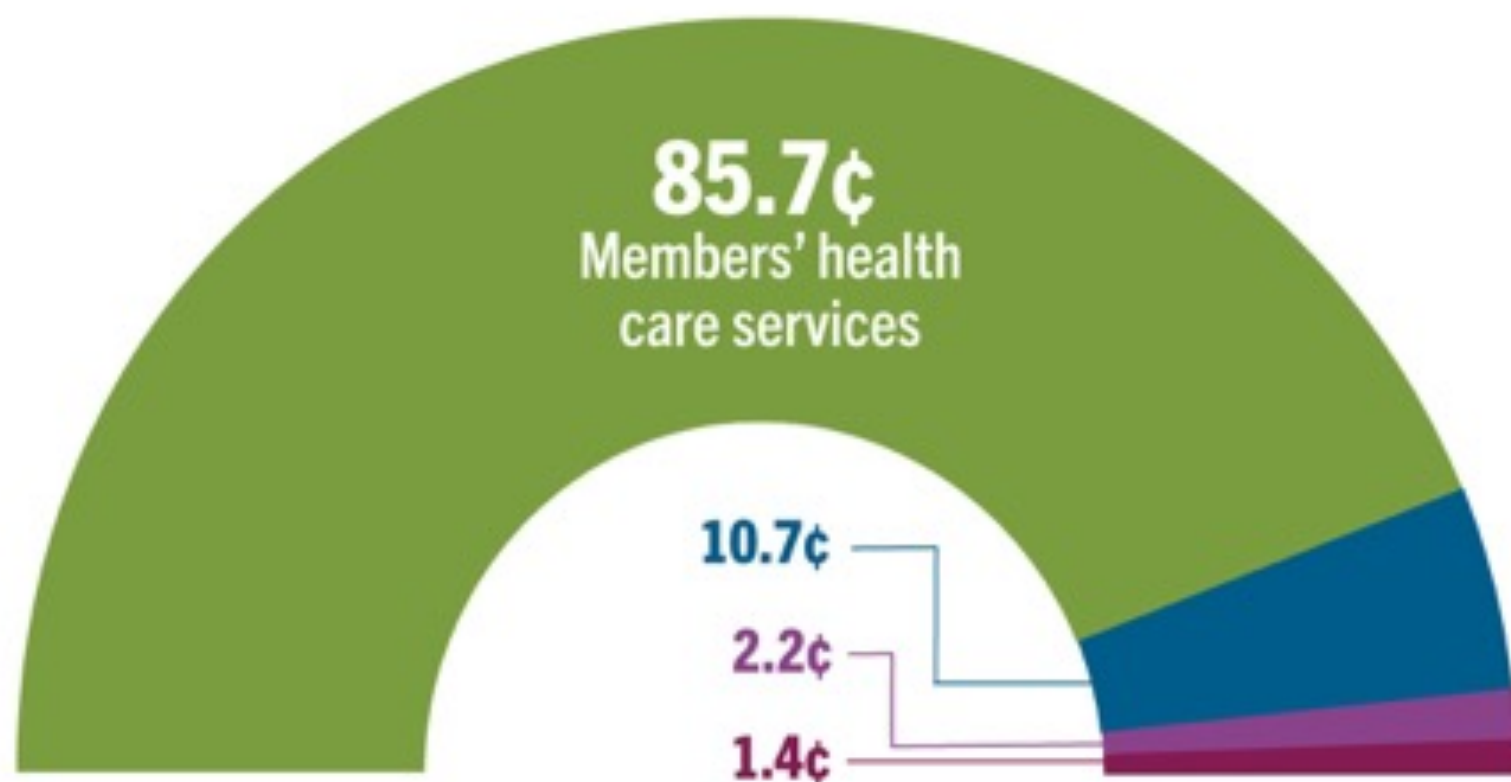




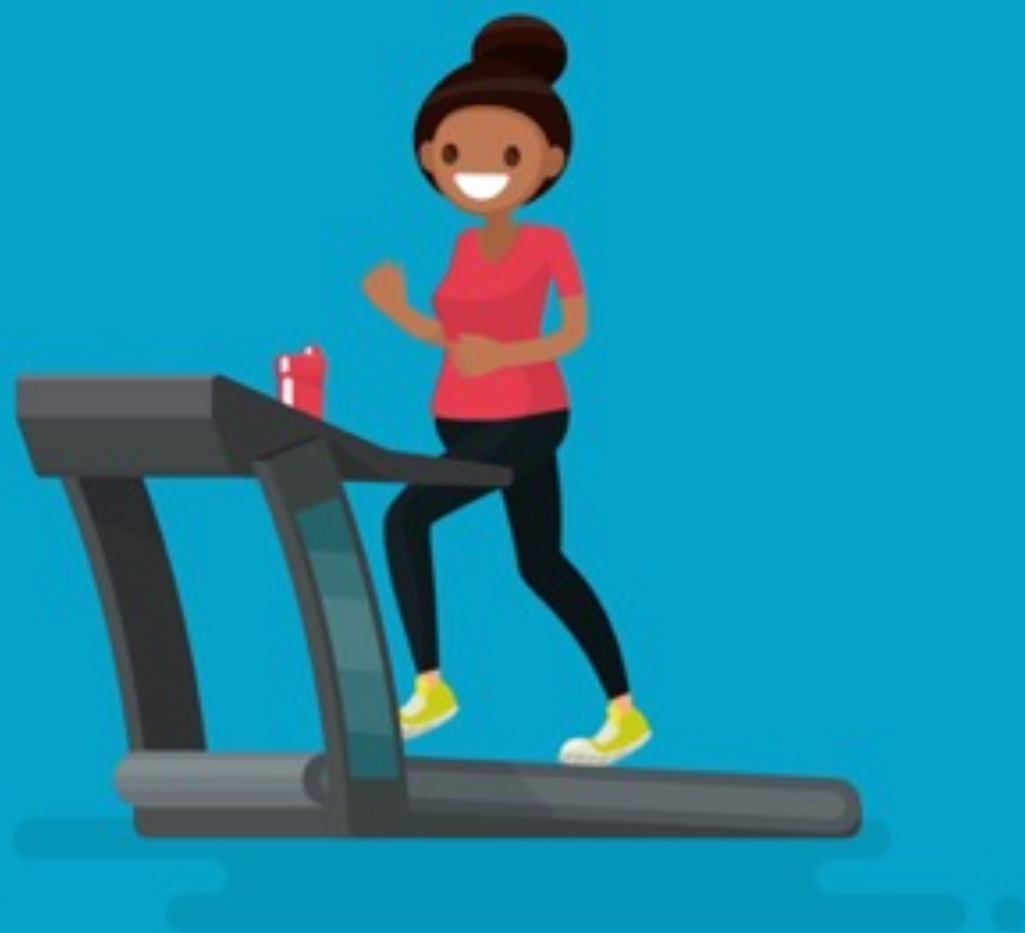
POWERED BY Wellmark. 

Make the healthy choice the easy choice.



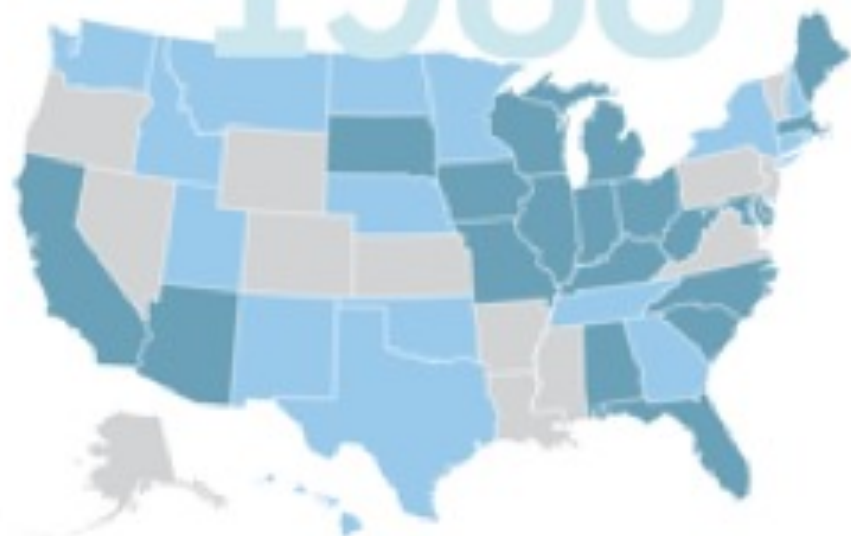
- Running the business ●
- Government/other fees and taxes ●
- Investing in and protecting the future ●

**YOUR ZIP CODE
COULD IMPACT YOUR
HEALTH MORE THAN
YOUR GENETIC CODE**



Obesity Trends among U.S. adults

1988



2016



■ No Data ■ 10%-14% ■ 15%-19% ■ 20%-24% ■ 25%-29% ■ 30%-34% ■ 35%-39% ■ 40%+

Source: CDC, Behavioral Risk Factor Surveillance System



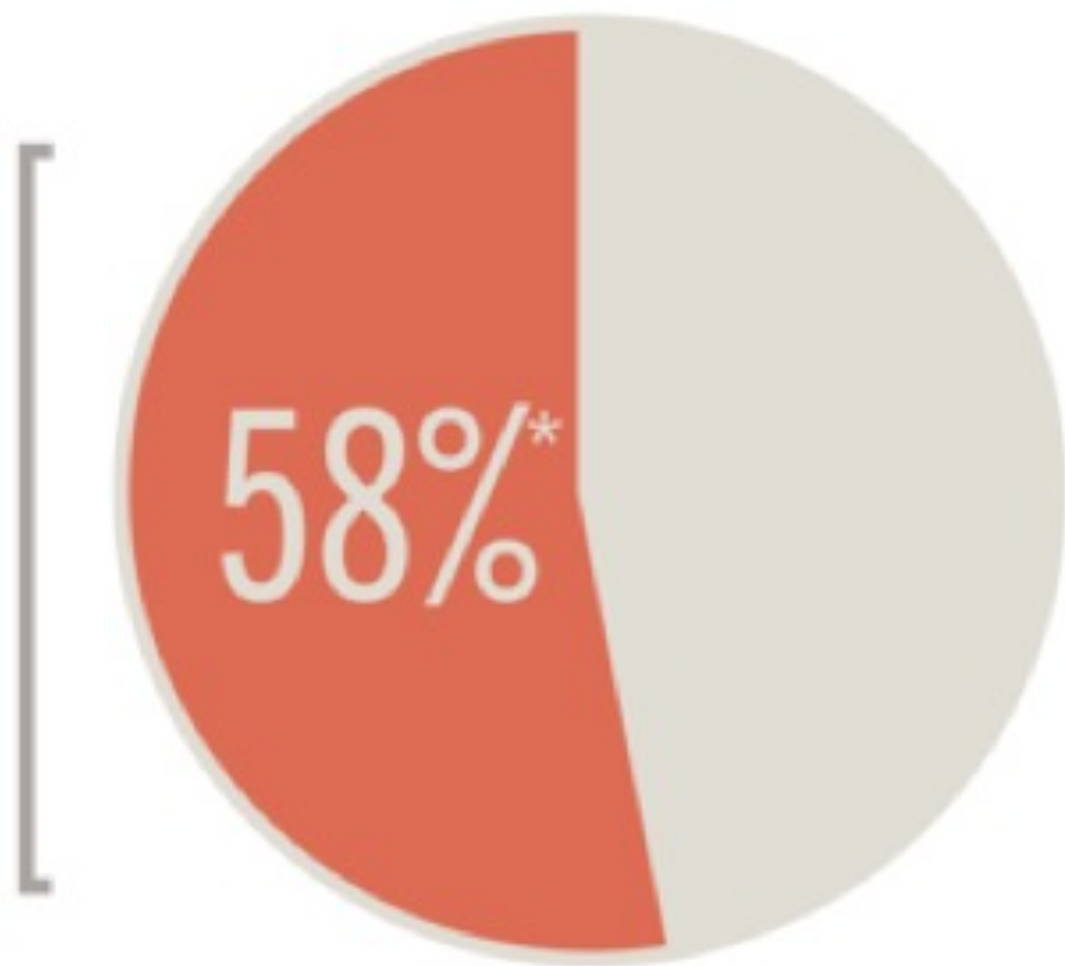
2 out of 3

Iowans/South Dakotans are overweight or obese



















TOTAL COST OF CARE

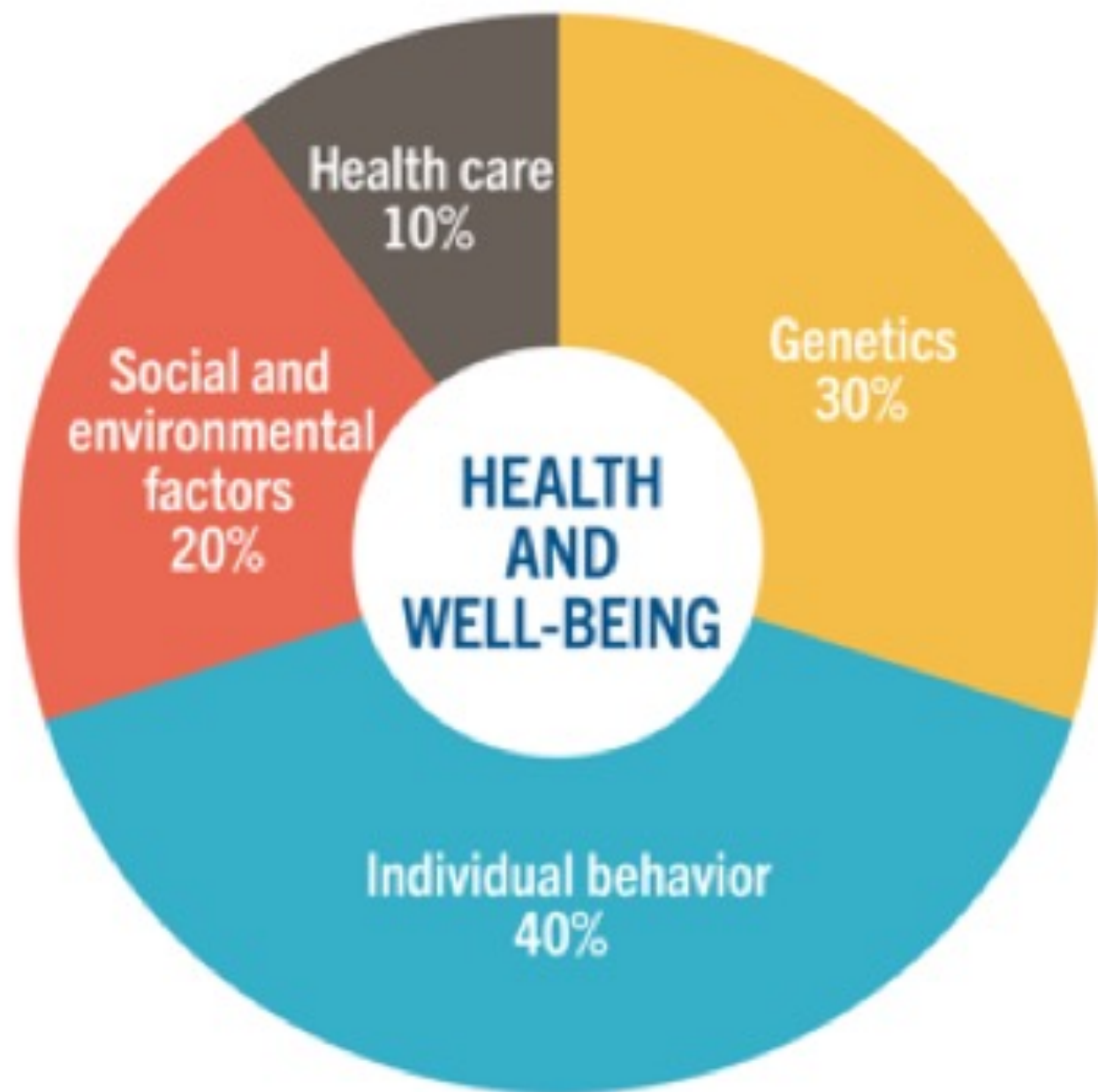
chronic diseases



ESTIMATES FOR 2030

	IOWA SOUTH DAKOTA		AVERAGE COSTS
DIABETES	       	1:8	\$13,700
HYPERTENSION	   	1:4	\$1,560
HEART DISEASE	   	1:4	\$50,000

FACTORS IMPACTING OUR HEALTH





eat well

move more

feel better

A man and a woman are smiling and working together in a garden. The man, on the left, is wearing a blue button-down shirt over a purple t-shirt and a tan gardening glove. The woman, on the right, is wearing a blue and white plaid shirt and a grey polka-dot gardening glove. They are both focused on a raised garden bed filled with green leafy plants and small red tomatoes. In the background, there is a wooden fence and some blue storage bins. An orange rectangular box with the text "eat well" is positioned in the upper right area of the image.

eat well

**Increased access to and
consumption of healthy foods**



201 50¢



203 50¢



205 50¢



207 50¢



301 85¢



303 85¢



305 85¢



307 85¢



eat well



A close-up, high-angle shot of a person's hands and arms as they ride a bicycle. The person is wearing a blue suit jacket, a light blue shirt, and a red tie with white polka dots. Their right hand is on the handlebar, and a gold watch is visible on their left wrist. A brown leather bag is hanging from the handlebars. The background is a blurred asphalt road.

move more

**Increased physical activity and
active transportation (walking and biking)**





move more



feel better

Improved social connectedness

WHAT

WHERE

eat well

move more

feel better



COMMUNITY



HEALTH CARE



ORGANIZATION/INSTITUTION



RETAIL FOOD



SCHOOL



WORKSITE

**More than 100
evidence-based
interventions**

A HEALTHY HOMETOWN IS A THRIVING HOMETOWN

improved quality of life
strong local pride
vital economy



CEDAR RAPIDS



donated
3,738 pounds
of produce



THROUGH A
FOOD RESCUE



FREE SHUTTLE
TRANSPORTED 40 PEOPLE TO
FARMERS' MARKET
who otherwise couldn't get there



SURVEY RESULTS SHOW

65%

PREFER HEALTHY
CONCESSION FOOD



healthy

\$1,300
IN SUPPLEMENTAL NUTRITION
ASSISTANCE PROGRAM TRANSACTIONS
completed
at farmers' market

complete
STREETS

5 two-way street conversions
1,000 sidewalk ramp repairs
6 traffic signals removed

50+ participants
attend weekly Healthy Happier Hour program

2018

Cedar Rapids



MASON CITY



Implemented zoning regulations for farmers' market, INCREASING THE NUMBER OF



VENDORS, PARTICIPANTS, SALES, AND PROGRAMMING

COMMUNITY GARDENS ESTABLISHED
harvesting **11,000 pounds** of produce,



twice the amount harvested in 2016



400 students learned about BICYCLE SAFETY



Implemented a BIKE SHARE PROGRAM
adding **3** new bike racks
12 available bikes

INSTALLED BIKE RACKS TO ENCOURAGE

ACTIVE commuting



INSTALLED PLAYGROUND EQUIPMENT in Kiwanis Park



EXTENDED A 10-FOOT WALKING/BIKING PATH in a new development

45+ BIKES registered for the BIKE RODEO



CITY SCULPTURES ON PARADE provided another place for community members to gather



healthy

Mason City

2018

SIoux CITY



6  worksite gardens
ESTABLISHED

3  school gardens
WITH INTEGRATED CURRICULUM



POLICIES:

FOR
Food truck Fridays
Multi-unit housing
and organizations



redesigned
cafeteria +
vending areas

OFFERING HEALTHIER OPTIONS TO STUDENTS

safe routes for
2 schools



daycare  GARDENS 



healthy

Sioux City



2018

6 trail
EXPANSIONS
STARTED



 2017 communities receiving Healthy Hometown consulting

 2018 communities receiving Healthy Hometown consulting

32 communities in Iowa and South Dakota

24 Iowa

8 South Dakota





POWERED BY Wellmark. 

Becky Wampler

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