



Iowa's Healthiest State Initiative

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Expanding Human Potential. Improving People's Lives.



“ My number one goal for public health in Iowa is making Iowa the healthiest state in the nation. Addressing public health in Iowa also means addressing the economic well-being of our state. ”

Governor Terry Branstad
at the Iowa Board of Health Meeting
-The Des Moines Register
August 2011

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The Goal

- ❖ Iowa is the Healthiest State in five years (by 2016) as measured by the Gallup-Healthways Well-Being Index
 - ✓ If Iowa could maintain 2009 obesity rates, the state could save as much as \$1.6 billion by 2018
 - ✓ Addressing comprehensive lifestyle changes could allow the State to redirect as much as \$16 billion over the next five years to economic development.



The Gallup-Healthways Well-being Index

- ❖ First-ever daily assessment of U.S. residents' health and well-being.
- ❖ 1,000 U.S. adults interviewed daily
- ❖ Iowans ranked 19th overall among States



The Gallup-Healthways Well-being Index Measures 55 items in six core domains:

- ❖ Life Evaluation
- ❖ Emotional Health
- ❖ Physical Health
- ❖ Healthy Behaviors
- ❖ Work environment
- ❖ Basic Access



70% of the factors influencing our health are within an individual's control to improve.

- ❖ Healthy Behaviors 50%
- ❖ Environment 20%
- ❖ Access to Care 10%
- ❖ Genetics 20%

Source: The Urban Institute

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The Plan

- ❖ Develop an on-line resource for families, employers, schools and communities. www.iowaHealthiestState.com
 - ✓ Develop a database
 - ✓ Use social media to engage lowans
- ❖ The plan includes strategies that will:
 - ✓ Change the environment in which lowans live, work and play.
 - ✓ Improve nutrition.
 - ✓ Increase natural movement.
 - ✓ Measure our progress.



Blue Zones Project – sponsored by Wellmark

- ❖ 84 communities submitted Statements of Interest
- ❖ 58 communities were asked to complete the full application.
- ❖ 11 finalists were announced February 10, 2012.
 - ✓ AMES IS ONE OF THE FINALISTS
- ❖ Site visits underway
- ❖ 3-4 Blue Zone Project Demonstration sites announced May 1, 2012.
- ❖ Ames needs 25% of population to support:
www.bluezonesproject.com OR text BZP to 772937 and reply with your Ames zip code



ISU Involvement in Ames Blue Zones Project

- ❖ Members of Advisory Board from ISU
- ❖ ISU activities/people embedded in the entire proposal
 - ❖ Rejuvenate camputown
 - ❖ Strengthen and protect neighborhoods
 - ❖ Mitigate flooding
 - ❖ Utilize research-based concepts for change to make Ames a healthier and happier place!
- ❖ Initiatives – for permanent changes to environment, policy, and social networks – nudge people toward healthy behaviors and improve overall well-being



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