

INN Partnership Meeting

Botanical Gardens

September 22, 2016

Guest Presentation: **Sarah Taylor-Watts, Iowa Department of Public Health**

Sarah shared the Surgeon General's Call to Action to promote walking and walkable communities. Call to Actions are only released when there's overwhelming evidence to support the action. Only 5 out of 10 adults meet the physical activity recommendation, which is 150 minutes/week. Why promote walking? Easy for most people. Can do it anywhere, anytime, without special equipment. Benefits of walking extend beyond health benefits. How to increase walking? Design walkable communities. Make walking easy, everywhere.

IDPH response:

- MPO Complete Streets policies
 - Contracting with Des Moines MPO and the Bi-State Regional Commission MPO (Davenport area)
 - In FY16, 5 communities have Complete Streets policies.
 - In FY17, another community (Altoona) recently passed a policy.
 - New partnerships have formed.
- Active Living Iowa
 - Statewide collaborative focused on increasing walking, biking, and other forms of active transportation.
- Collaboration with Healthiest State Initiative
 - Transportation and Health Workshop
 - Active Living Institute

Katie Jones, Iowa Department of Public Health

Pre-Diabetes and Diabetes Prevention

National Diabetes Prevention Program (NDPP)

- 12-month program
- Group-based, 1-hour classes. Begin with weekly classes, then transition to monthly
- Must be over age 18
- View locations offering program in Iowa: <http://bit.ly/NDPPinIA>
- Medicare will be covering it. Proposal is for coverage to begin January 1, 2018.
- Curriculums vary, but there is recommended curriculum available online.
- Facilitators (Life Style Coaches) can be lay-people.
- Fee varies per site (e.g. \$429/year)

What can you do:

Campion pre-diabetes awareness and NDPP. Encourage screening and testing and referrals to local NDPP site, or set up an NDPP site. Spread the word about upcoming Medicare coverage. Prediabetes is treatable through modest weight loss (5-7% of weight loss), healthy eating and physical activity.

For people with diabetes: DSME Diabetes Self-Management Education or Better Choices, Better Health (also called Chronic Disease Prevention Self-Management). The list of Diabetes Self-Management Education (DSME) Programs in Iowa (for people who already have diabetes) is: <http://bit.ly/DSMEinIA>.

Prediabetes.org offers a risk-assessment for anyone to complete: is <http://DoIHavePrediabetes.org>. Website offers information as well.

Suzy Wilson, Iowa Department of Public Health

Suzy coordinates the Iowa Nutrition Network School Grant Program (INNSGP), supported by SNAP-Ed. She shared the social marketing plan for FY17. Plan targets 13 INNSGP communities, but covers entire state with radio and TV ads.

- Radio (leveraged funds from CDC Block Grant and SNAP-Ed):
88 stations, 14 spots/week, 4 weeks
Two campaigns: Pick a **better** snack™ and *Play Your Way. One Hour a Day.*
- TV (leveraged funds from WIC and CDC Block Grant):
13 weeks: Pick a better snack; 26 weeks: *Their bodies change. So should their milk.*
- Billboards: 3 waves, 4 weeks/wave; Pick a **better** snack™ and *Play Your Way* ads.

Campaign materials available here: <http://idph.iowa.gov/inn/pick-a-better-snack/marketing>.

The *We Can Help* brochure is undergoing updates (available at <http://idph.iowa.gov/inn/resources>). Please provide suggestions for edits to suzy.wilson@idph.iowa.gov by October 15.

Shop Healthy Iowa is a Latino Grocery Store initiative, coordinated by Iowa Department of Public Health, University of Iowa, Iowa State University Extension and Outreach, and local county Extension agencies. The goal of the project is to increase fruit and vegetable sales. Current communities involved are Marshalltown and Ottumwa. Next year will expand to include Davenport and Sioux City. For more information contact Suzy Wilson or Carol Voss, carol.voss@idph.iowa.gov.

Sarah Francis, Iowa State University Extension and Outreach

WIN (Wellness and Independence through Nutrition) – (i.e.) Food Assistance (SNAP) Program

- Program aimed at older adults in counties where SNAP participation is less than 10%.
- Volunteer-led programs, 4 face-to-face programs, 4 DVD programs
- Includes a nutrition-risk assessment
- Reach: 1,500-2,000 adults
- Referral to Iowa Food Bank for SNAP application assistance.
- Will reach 38 counties this year. The NW part of state is untapped.

For more information, contact Sarah at slfranci@iastate.edu.

Carol Voss, Iowa Department of Public Health

CDC 1305 Grant

- Basic and Enhanced funding sections of the grant
- Early childhood – NAPSAC, piloting program in early childhood daycares.
- School health – 13 school districts involved with nutrition and physical activity strategies
- Increasing access to healthy foods at state government facilities – will be speaking to all 17 vending machine vendors regarding meeting the mandate to post calories for every item sold in the machine.

Farmer's Market onsite at the Capitol Complex (July – Sept.).

For more information, contact Carol Voss at carol.voss@idph.iowa.gov.

Jill Lange, Iowa Department of Public Health

WIC Updates:

- Partnering with INNSGP on IPTV milk ads and promoting WIC in INNSGP family newsletters.
- Families are enjoying addition of yogurt to food packages. Challenge is whole-milk yogurt for children ages 1-2 years.
- EWIC is completely rolled out. No paper checks exist. The largest category of items purchased is fruits and vegetables. Will consider demonstrating the system that tracks purchases to this group in the future.
- Farmers' Market checks will remain paper checks.

For more information, contact Jill Lange at jill.lange@idph.iowa.gov.

Katie McBurney, Iowa Department of Public Health

I-SMILE, Oral Health program

- Mobile dental clinic. Most often in schools. Sometimes at WIC clinics.
- Present in 78 counties.
- Most participants are uninsured or underinsured.

I-SMILE for kids

- Goal is to get kids into a dentist.

I-SMILE Silver

- Goal is to work with older adults who are in a nursing facility or on a waiver, screening at congregate meal sites or nursing facilities.
- Currently in SE Iowa; expanding to NW Iowa in November.

For more information, contact Katie at Katie.McBurney@idph.iowa.gov.

Marilyn Jones, Iowa Department of Public Health

Falls Prevention

- see <https://www.ncoa.org/>
- 1 in 3 Americans fall each year.
- Partnership with Carlene Russel, Dept. of Aging; Falls Prevention Coalition.
- Promotes three programs: Stepping On (exercise program), Matter of Balance, Tia-chi

New grant: Otago (Australian program) – a physical therapist works 1-on-1 to teach exercises to prevent falls.

For more information, contact Marilyn at marilyn.jones@idph.iowa.gov

Doris Montgomery, Iowa Department of Public Health

Growing Bolder

- statewide partnership focused on preventing hunger among seniors
- Establishing community coalitions
- Contact Linda Gobberdiel at Linda.gobberdiel@iowa.gov for more information.

Fresh Conversations

- SNAP-Ed funded nutrition and physical activity program for seniors
- Partner with AAA (6 different agencies) to work with Congregate Meal Program (less than 400 sites)
- Facilitator-led conversation around a nutrition or physical activity topic, which is introduced through a monthly newsletter. Newsletter incorporates “magazine-style” graphics.
- Looking for facilitators to lead Fresh Conversations group once a month.
- Fresh Conversations recently demonstrated as an evidenced based program. Those who attended 4+ sessions had better improvement in nutrition status.
- Working with AAA to allow seniors greater access to fresh produce. Plan is to work with food banks and local partners to deliver produce boxes to meal sites and senior housing.

For more information, please contact Doris at doris.montgomery@idph.iowa.gov.

School-based food pantry

- Typically placed in high schools.
- 3 DSM schools have food pantries (these are opened to the communities as well).
- NE Iowa Food Bank is looking for interested schools.

Food Assistance Hotline is 1-855-944-FOOD (3663). Please use this number when helping people apply for Food Assistance (SNAP). Telephone signatures recently allowed so application is complete over the phone.

Partner Updates

Lyn Jenkins, Des Moines Public Schools

- In October, will ask to community members to complete an online survey regarding F2S. Partnering with Drake (public relations class) who will create a portfolio for F2S.
- New FoodCorps Service Member, Nicole Miller, shared the three goals of FoodCorps:
 1. Direct Education and gardening
 2. Create a culture of health in the school
 3. Local foods in school lunches

For more information, please contact Lyn at Lyn.jenkins@dmschools.org.

Christine Hradek, Iowa State University Extension and Outreach

SNAP-Ed and FNP programs (aimed at families experiencing poverty)

- Direct Ed program: BuyLiveEatHealthy
 - paraprofessional-led series of classes with women with children under age 10 years.
- PSE Initiative: Growing Together
 - Our job is to educate families about healthy behaviors and make it easier to do.
 - A healthy food access project to offer more fruits and vegetables at food pantries.
 - Connected with Master Gardeners (Extension based). Seven ISU Research farms have gardens for home demonstration garden training. Theme for this year's gardens was donation gardens. Over 9,000 pounds of produce has been harvested so far. Master gardeners handle gardening and transportation.
 - Mini-grants offered to Master Gardeners for projects this summer. 15 counties received mini grant recipients. Mini grant activities included: Grow (convert, maintain or start a donation garden), Connect (bring growers and food pantries together to determine methods of cooperation; start a food rescue among local growers). Significantly expanding mini grant funding for FY17 and applicants will be expected to form a coalition for the project. Six ISU Research farms will house model donation gardens again in FY17. Applications will be posted in October. Pre-applicant conference call Oct. 26. Applications will be due in January. Awardees notified in February.
- Spend Smart. Eat Smart. website overhaul launching this fall – target date is November 7. Audience is low-income families with children, but is a valuable resource to anyone.
 - Will respond to mobile technology. Has improved accessibility and functionality. Recipes are easier to find and are print friendly. New videos are added to the site; no dialogue recipe prep videos. Mobile app will be released after Nov. 7. App has unit price calculator, produce helper tool (selection, storage, preparation tips), recipe storage. App is geared toward use at the grocery store. Promotional flyers will be available to promote the app.
- Pictorial Recipes coming soon. Designed for use with adults with limited literacy or English literacy. Recipes used pictures or words.
- Healthy Homemade Nutrition and Fitness Calendar 2017 available to order. Go to Extension online store: <https://store.extension.iastate.edu/>. Available in English and Spanish.

For more information, contact Christine Hradek at hradek@iastate.edu.

Patti Delger, Iowa Department of Education

Team Nutrition

- Final rule released from USDA for school wellness policies and smart snacks. School wellness policies must be updated by October 2017. Ramifications for noncompliance will likely increase. A new sample policy is being voted on by the Iowa School Board Association. Will be available on website October 1.
- Working with University of Iowa and 6 middle schools on Smarter Lunchroom Initiative. Working with both student groups and food service staff.
- Awarded 3-year Team Nutrition grant. Stronger focus on evaluation; working with U of I on evaluation.
- Partnering with DNR to complete food waste assessments in 11 schools. Plan to develop a toolkit for all schools to reduce food waste.
- Super Powers Summit next week (Sept. 28) in Des Moines. Expecting 100 middle school students.
- 70 schools are currently HUSSC schools. Promote application to your schools. Awardees get financial incentive based on level achieved. Healthier U.S. School Challenge (HUSSC) resource available online at <https://www.educateiowa.gov/pk-12/nutrition-programs/nutrition-programs-awards-grants>.

For more information, contact Patti at patti.delger@iowa.gov.

Joyce Hoppes, Iowa Pork Producer Association

<http://www.iowapork.org/>

- Iowa is the #1 pork producer in the nation. Farmers produce 49 million pigs per year. About 20% of Iowa pork is exported to other countries.
- Focus of Association is on transparency. Consumers want to know who is producing their food and how.
- Bus tours taking place to have dinner on a pig farm.
- Farmers are following “We care principles”.
- October is national pork month. Pork has become leaner over the years. AHA has identified several products as lean or extra lean.
- As of January 1, 2017, new FDA regulations on antibiotic use on livestock. Farmers must have a prescription from a vet before administering antibiotics to animals. National organization has more info: <http://nppc.org/>
- A website resource for health and nutrition professionals: <http://porkandhealth.org/>. Dietitians can sign up for a toolkit.
- Coupons available for promotional efforts (nation-wide). Could partner with school programs.

For more information, contact Joyce at jhoppes@iowapork.org.

Aryn McLaren, Healthiest State Initiative

Double-Up Food Bucks

- Partnership with many organizations (key partner is Eat Greater Des Moines) to implement in 6 pilot farmers' markets (Dubuque, LSI Global Greens, Perry, Iowa City, Winneshiek, Spencer)
- Targets SNAP participants, 1-to-1 dollar match for produce purchases at participating markets.
- Started July 1, 2016. In first two months, \$5,596 distributed in two months in 6 markets. 363 new customers. Partnered with DHS to send direct mailers sent to all SNAP participants in participating communities.
- Pilot data expected in October.
- Expansion is planned for areas of need that have market capacity.
- Will apply for a USDA FINI (Food Insecurity Nutrition Incentive) grant this fall. Three year grant to fund educational piece to Double-Up Bucks project. Has to be locally grown produce.
- Program was privately funded.

Healthiest State Walk is October 5th. Six counties currently don't have a walk.

Save the date: November 1, 2016. Celebration of HIS for 5 years and a look at the next 5 years.

Healthiest Food Stakeholder Meeting December 8.

Contact Aryn at aryn@healthieststate.com.