



August 2009

Produce

The active news for you to consume

Iowans Fit for Life Partnership

The July 17 partnership meeting was packed with useful information and networking. Each work group made progress on individual projects and action plans in the morning. The afternoon included lunch featuring locally grown foods, a physical activity research presentation by Dr. Greg Welk, and a walkability assessment in a Des Moines neighborhood. The walkability assessment [tool](#) was developed by the Iowans Fit for Life Community Work Group. Evaluation results demonstrated high satisfaction with the walkability assessment experience.

Mark your calendars now for the following partnership meetings:

- Tuesday, October 20
- Friday, January 22
- Friday, April 23

Obesity Among U.S. Adults Continues to Rise

Obesity Prevalence 25 Percent or Higher in 32 States

The proportion of U.S. adults who are obese increased to 26.1 percent in 2008 compared to 25.6 percent in 2007. The data come from CDC's Behavioral Risk Factor Surveillance System (BRFSS), a state-based phone survey that collects health information from adults aged 18 and over.

In six states – Alabama, Mississippi, Oklahoma, South Carolina, Tennessee and West Virginia – adult obesity prevalence was 30 percent or more. Thirty-two states, including those six, had obesity prevalence of 25 percent or more. Only one state, Colorado, had a prevalence of obesity less than 20 percent. But no state showed a significant decrease in obesity prevalence from 2007 to 2008. Iowa's prevalence rate was 26.0%.

The 2008 BRFSS obesity data indicate that none of the 50 states or the District of Columbia has achieved the Healthy People 2010 goal of reducing obesity prevalence to 15 percent or less. "The

latest BRFSS survey data show that the obesity problem in this country is getting worse,” said Liping Pan, CDC epidemiologist and lead author of the 2008 BRFSS obesity map analysis. “If this trend continues we will likely see increases in health care costs for obesity related diseases.”

For more information on obesity trends, visit www.cdc.gov/obesity/data/trends.html.

Iowans Fit for Life State Plan Revision

Iowa’s Comprehensive Nutrition and Physical Activity Plan, commonly known as the state plan, is under revision. The revised state plan will be streamlined and more user friendly. The state plan covers goals, objectives, strategies, and action steps in five areas which encompass the six target areas CDC has funded Iowans Fit for Life to address. The six target areas are: increasing physical activity, increasing consumption of fruits and vegetables, decreasing consumption of sugar sweetened beverages, decreasing consumption of energy-dense foods, increasing the prevalence of breastfeeding, and decreasing television viewing time. The revised state plan will be reviewed at the October partnership meeting and finalized in November. If you have suggestions for the revised state plan, please contact Dennis Haney at (515) 281-7501 or dhaney@idph.state.ia.us.

Family Meals Nourish the Mind, Body, and Soul

Eating together as a family does more than fill your stomach. August is family meals month and science is now learning the powerful impact that eating together as a family has on both the physical and mental health of your children. Family meals create improved nutrition and many times these meals contain less sodium, fat and trans fats than meal prepared outside the home. However, research is showing that by eating together, a stronger family bond develops which may significantly impact the choices your children make when you are not around.

The National Center on Addiction and Substance Abuse (CASA), reported a strong correlation between family meal frequency and substance abuse. Eating dinner just five times per week as a family is associated with lower rates of teen smoking, drinking, illegal drug use and prescription drug abuse.

Many times families that want to start eating together, struggle with what to prepare or how to begin a conversation with their children. Iowa State Extension provides resources for simple family meals and dinner conversation topics. Visit www.extension.iastate.edu to find simple recipes and conversation topic cards. A set of 40 conversation topic cards are available to purchase for \$1 via the website.

CASA at Columbia University urges you to enjoy a meal with your children on Family Day. Family Day is Monday, September 29. Mark your calendars today!

For more information on family meals, contact Jennifer DeWall at (515) 242-5813 or jdewall@idph.state.ia.us.

Pedaling Fruits and Vegetables

This year the Des Moines Bike Collective has helped make the Downtown Farmer's Market even more user friendly. The increasing popularity of the market has made it impossible to bike through the area and even difficult to walk a bike between the stalls. The innovative solution has been valet parking for cyclists who may now park their rides in a sheltered, secure, and free area while they browse through the extensive number of vendors. The idea is off to a great start with up to sixty cyclists using the service on any given Saturday.

The Bike Valet Parking program helps with traffic congestion and encourages healthy activity as supporting locally grown food. Many of the cyclists arrive with panniers (bike bags) and even small trailers to haul home the produce.

The program has also provided a template for valet parking at the recent 80/35 music festival in Des Moines and the Art Festival. The service provides tools, bike route maps, an air pump, and other amenities that help draw customers.

For details on how to create a bike valet system contact Tim Lane at 281-7833 or tlane@idph.state.ia.us.

The Business Case for Breastfeeding

The Business Case for Breastfeeding is a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace. The program highlights how such support contributes to the success of the entire business. The Business Case for Breastfeeding offers tools to help employers provide worksite lactation support and privacy for breastfeeding mothers to express milk. The program also offers guidance to employees on breastfeeding and working. Resources to help lactation specialists and health professionals to educate employers in their communities are also available.

Iowa has received funding to offer a Train the Trainer session on the Business Case for Breastfeeding. The training will be held in September. Participants will be invited to attend. Attendees will then be able to utilize the knowledge and skills gained during the training in their respective communities. For more information, contact Dennis Haney at (515) 281-7501 or ghaney@idph.state.ia.us.

Partner Highlight: Matt Russell

Matt Russell wears many hats in the food policy world, one of which is serving on the Ag and Food Systems work group and Leadership Team for Iowans Fit for Life. Matt's role as State Food Policy Project Coordinator at the Drake Ag Law



Center is to try to grow the Iowa food economy. The Center helps arrange internships and other work experiences in food and agriculture law and provides opportunities for students to assist in various research and agricultural law projects. Matt's role connects to Iowa Nutrition Network, Iowans Fit for Life and the ongoing work of reinstating the Food Policy Council to improve food systems in Iowa. Matt currently coordinates the Greater Des Moines Buy Fresh Buy Local campaign and works with farms, businesses, government agencies, and non-profits to develop opportunities for Iowa grown foods. In addition to his work at Drake, Matt and a partner operate Coyote Run Farm, a 110 acre farm in rural Lacona and market fresh produce, eggs and meat at farmers markets and other local outlets. He also serves as the board chair of the Iowa Network for Community Agriculture.

Early Childhood Nutrition and Physical Activity Training

The Iowans Fit for Life Early Childhood Work Group spearheaded a series of six training sessions for family support in home staff over the past 18 months. The training sessions have reached over 200 staff working hands on with families with children birth to age five. The sessions have been at no cost and provide detailed information on nutrition and physical activity recommendations for early childhood. Sessions have been offered in Norwalk, Atlantic, Storm Lake, Waterloo, Ottumwa, and Mason City. The Early Childhood Work Group is currently planning how to expand and continue the training sessions. For more information, contact Dennis Haney at (515) 281-7501 or dhaney@idph.state.ia.us.

Resources at Your Fingertips

The newly revised and expanded Iowans Fit for Life web site offers many resources. One such resource is the Iowa Buy Fresh Buy Local listing. If you enjoyed the locally grown foods featured at the July partnership meeting or have an interest in trying some from your area, check out the listing at www.idph.state.ia.us/iowansfitforlife under the Resources tab and the Local Foods heading.

Salad on a Stick – State Fair Style

Salad on a Stick
with Honey Mustard and Cilantro Lime Dressings

Makes 8 servings
Prep Time: 20 min
Cook Time: 20 min



Ingredients

Salad: 1/2 cup fresh vegetables, cut into 1-inch chunks (suggestions: bell peppers, cucumbers, zucchini, tomato (cherry or grape), radish and mushrooms)

1 - 1 1/2 ounces of low fat Cheddar cheese cut into cubes

Honey Mustard Yogurt Dressing:

1 cup plain, fat free or low fat yogurt
3 tablespoons sweet honey deli-style mustard
2 teaspoons honey
1 teaspoon salt
1 teaspoon sugar

Cilantro Lime Yogurt Dressing:

1 cup plain, fat free or low fat yogurt
1 tablespoon minced cilantro
2 tablespoons minced scallion
2 tablespoons fresh lime juice
salt to taste

Salad:

Alternate vegetables and cheese cubes on skewer. To create the salad, use leaf lettuce or spinach leaves and ribbon around vegetables.

Cilantro Lime Dressing:

In a small bowl, combine the yogurt, cilantro, scallions and lime juice. Add salt to taste. Set aside for at least an hour to allow flavors to meld. Will keep 3 to 4 days in refrigerator.

Honey Mustard Dressing:

Stir all ingredients together until well blended. Store in refrigerator until ready to serve. Dip and enjoy!

Nutritional information can be found by searching “salad on a stick” at www.3aday.org.

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