



September 2009

Produce

The active news for you to consume

Iowans Fit for Life Partnership

The October partnership meeting is taking shape. We will meet on the beautiful campus of Grinnell College in a state of the art LEED certified building. Please reserve Tuesday, October 20 on your calendar. The agenda includes conducting a Nutrition Environment Measures Survey (NEMS) vending assessment on campus, concluding the state plan revision process, and discussing various policy level interventions and changes the partnership may want to prioritize to impact Iowans on a larger scope. Iowa Partners: Action for Healthy Kids will be joining the educational settings work group during the partnership meeting. The day promises to be productive and engaging!

Mark your calendars now for upcoming partnership meetings:

- Tuesday, October 20, 2009
- Friday, January 22, 2010
- Friday, April 23, 2010

The Price Tag of Obesity

In a July 2009 Health Affairs journal article, Eric Finkelstein and associates summarized information about annual medical spending attributable to obesity. The following information is from Finkelstein's article.

In 1998 the medical costs of obesity were estimated to be as high as \$78.5 billion, with roughly half financed by Medicare and Medicaid. This analysis presents updated estimates of the costs of obesity for the United States across payers (Medicare, Medicaid, and private insurers), in separate categories for inpatient, non-inpatient, and prescription drug spending. We found that the increased prevalence of obesity is responsible for almost \$40 billion of increased medical spending (totaling about \$118 billion) through 2006, including \$7 billion in Medicare prescription drug costs. We estimate that the medical costs of obesity could have risen to \$147 billion per year by 2008.

Finkelstein estimates that the annual medical burden of obesity has risen to almost 10 percent of all medical spending. Other studies have found that obesity was responsible for 27 percent of the rise in inflation-adjusted health spending between 1987 and 2001. The Finkelstein article reports that across all payers (Medicare, Medicaid, and private insurers), obese people had a per capita medical spending that was \$1,429 (42 percent) greater than spending for normal-weight people in 2006.

Additionally, across all payers, Finkelstein estimates that had obesity prevalence remained at 1998 levels, spending attributable to obesity would have been \$47 billion in 2006 rather than \$86 billion. This implies that the rise in obesity prevalence accounted for 89 percent of the increase in obesity spending that occurred during this period.

Finkelstein concludes with: the connection between rising rates of obesity and rising medical spending is undeniable. The take-home message is that without a strong and sustained reduction in obesity prevalence, obesity will continue to impose major costs on the health system for the foreseeable future. And although health reform may be necessary to address health inequities and rein in rising health spending, real savings are more likely to be achieved through reforms that reduce the prevalence of obesity and related risk factors, including poor diet and inactivity. These reforms will require policy and environmental changes that extend far beyond what can be achieved through changes in health care financing and delivery.

Walk to School Day – October 7

Be a “walk star” by participating in International Walk to School Day on Wednesday, October 7. This fun, healthy, no-cost event encourages everyone – students, parents, teachers, community members and organizations – by getting out on trails and sidewalks. Participating with school kids emphasizes the importance of increasing physical activity, teaching pedestrian safety, showing concern for the environment, reducing traffic congestion, and building connections between families, schools and communities.

This year’s International Walk to School Day is expected to draw participation from 5,000 schools from all 50 states. Walkers will unite with children and adults in 40 countries around the world.

This event is an opportunity for families with children who typically ride a school bus, but live in areas with bike-friendly paths to school, to try walking or bicycling to school. If students still need to ride a bus, many schools participate by arranging for school buses to drop off students at a nearby park or other safe location to finish the trip on foot. The drop-off option can also be used for students who are usually driven to school in private automobile.

To get involved, the first step is to register for the event at www.walktoschool.org. The site includes a variety of useful information for parents and participating schools. Data collected from registrations will be used to make future programs stronger.

International Walk to School Day also encourages parents and community members to help schools conduct a walkability assessment for their neighborhoods. Iowans Fit for Life Program has developed a walkability checklist to help walkers assess what makes the walking environment inviting and safe, as well as identifying existing barriers. After the assessment, school staff can

help students become advocates for a more walkable community. The walkability assessment is available at www.idph.state.ia.us/iowansfitforlife/common/pdf/access_your_community.pdf.

To encourage participation in Walk to School Day, the Iowa Department of Transportation has free materials available, including “I’m a walk star” stickers, erasers and zipper pulls, and bike safety magnets, spoke sliders and stickers with the slogan, “Bike helmets -- don’t hit the road without one.” To order any of these items, please contact Kathy Ridnour at kathy.ridnour@dot.iowa.gov or 515-239-1713.

September is National Fruit & Veggies—More Matters® Month

Iowans Fit for Life worked with ISU Polk County Extension and Capital City Fruit to develop the new display for Fruits & Veggies—More Matters® which made its debut at the Iowa State Fair.

Several resources are available to support National Fruits & Veggies—More Matters® month:

- The Munch Crunch Bunch's World’s Biggest “Healthy Food” Treasure Hunt will be held throughout September in celebration of National Fruits & Veggies—More Matters month. This nationwide health initiative is designed to empower children to make healthy food choices that include more fruits and vegetables.
- A childhood icon, the sweet smelling, spunky redhead Strawberry Shortcake has a fresh, new look for a new generation and now she and her fruit-loving friends will help Fruits & Veggies—More Matters® encourage kids to increase their consumption of fruit. Produce for Better Health Foundation has partnered with American Greetings and its global licensing agent Cookie Jar Entertainment and will feature the redesigned Strawberry Shortcake characters on their websites and in a children’s activity book that promotes the consumption of fruits and vegetables.



Link to September Materials on PBH Foundation & Consumer Websites

Stretching Your Food Budget and Strawberry Shortcake Toolkits
www.pbhfoundation.org/educators/professional

Stem & Stalk Blog
www.fruitsandveggiesmorematters.org/?cat=27

Strawberry Shortcake Recipes – Easy for Kids
www.fruitsandveggiesmorematters.org/?page_id=12

- CDC’s September materials have the theme “Stretching your Fruit and Vegetable Budget” and consist of a printable handout (“30 Ways in 30 Days to Stretch Your Fruit & Vegetable Budget”) and other complementary materials, such as an electronic health card and an internet spotlight on www.cdc.gov, featuring the top tips to Stretch Your Fruit & Vegetable Budget, which will link to the expanded handout, “30 Ways in 30 Days”.

Strawberry Shortcake's FRUIT PIZZA ... as pretty as it is delicious!

Ingredients:

- 1 English muffin
- 2 tbsp whipped, fat-free strawberry cream cheese
- 1/3 cup strawberries, sliced
- 1/4 cup red grapes, quartered
- 1/4 cup canned mandarin oranges, drained

Prep Time: 10 min
Serves: 1
Cups of Fruits & Vegetables per Serving: 1/2

Preparation*: Toast the English muffin until golden brown. Spread cream cheese on toasted muffin. Arrange sliced strawberries, grapes, and orange slices on top of the cream cheese. Slice into quarters and you'll have "yummy fruit pizza"! (*Only make with the help of an adult!)

Each serving provides: An excellent source of vitamins A and C, and a good source of folate and fiber.

Nutritional Information per Serving: Calories: 228, Total Fat: 1.3g, Saturated Fat: 0g, % of Calories from Fat: 5%, % of Calories from Saturated Fat: 0%, Protein: 10g, Carbohydrates: 46g, Cholesterol: 5mg, Dietary Fiber: 4g, Sodium: 374mg

Recipe is courtesy of Produce for Better Health Foundation (PBH).





19th Annual Wellness Conference

Registration is now open for [The Wellness Council of Iowa's](#) annual conference on wellness. This year's theme is "Partnering for Change: Building a Healthier Iowa Workforce." Many exciting keynote speakers will present including Christi Andringa, David Hunnicutt, Michael Samuelson and Jake Glover. A few of the many topics discussed will be:

- Inspiring a High Performance Environment
- Well Workplace Awards Initiative
- Wellness ROI Roadmaps; Saving and Analyzing Medical and Rx Claims
- Impact on Successful Worksite Wellness Programs
- Designing a Progressive & Compliant Program
- Sustained Weight Management Programs
- Leveraging Partnerships
- Success in Health Promotion in a Small Business and Manufacturing Environment

This year's event will be held on October 1st at the Hy-Vee Conference Center in West Des Moines. For more information or to register, please visit www.wellnessiowa.org.

Iowa Governor's Council on Physical Fitness and Nutrition

Iowans Fit for Life wishes to introduce a new partner; the Iowa Governor's Council on Physical Fitness and Nutrition. When created by the legislature as part of the 2008 Iowa Health Reform legislation, the council hit the ground running and eating well.

The most recent accomplishment was the launch of their Web site at www.healthyiowa.gov. Although this is the Governor's Council's site, alert readers will note the design features that link it to the Iowans Fit for Life Web site. The governor's council supports the state plan and its goal is to make Iowa the healthiest state in the nation.

Features of the Web site include: the Governor's Challenge for Iowa youth, a selection of exercises designed to develop core strength, resources for schools seeking to meet USDA HealthierUS School Challenge, a worksite wellness toolkit, and nutrition lessons offered as part of the Governor's Challenge. The Web site went public at the Iowa State Fair as council members and IDPH staff rewarded folks who walked the fair with a pedometer with the council logo and Web address on the cover.



HEALTHYIOWA.GOV

Weight of the Nation Conference

In July 2009, the Centers for Disease Control and Prevention (CDC) had its inaugural conference titled Weight of the Nation. Weight of the Nation (WON) was designed to provide a forum to highlight progress in the prevention and control of obesity through policy and environmental strategies. WON was framed around four intervention settings: community, medical care, school, and workplace. Keynote speakers from these settings included former President Bill Clinton, Senator Tom Harkin, CDC director Dr. Thomas Frieden and many distinguished researchers and public health strategists.

Central themes for WON centered around making the healthy choice the easy choice with plenary and concurrent sessions focusing on soda tax, menu labeling, complete streets and health disparities. Other themes included:

- The cost burden of obesity on healthcare systems and employers
- Law-based efforts to prevent and control obesity
- Strategies to overcome barriers to primary prevention of obesity for youth and adults in communities, medical care, schools and worksites
- Identifying success indicators for evidenced-based policies and environmental strategies to prevent and control obesity

In summary, America has a growing obesity problem and it is essential that we all personally take action now by working together at the local, state and federal levels to create policies and make positive environmental changes.

For the most up to date research, ways to take action and positive outcomes already happening in communities, visit CDC's website at www.adph.org/ALPHTN/index.asp?id=3775.

Obesity Prevention Strategies

CDC is pleased to release the first set of comprehensive recommendations to promote healthy eating and active living and reduce the prevalence of obesity in the United States. The report contains 24 recommended obesity prevention strategies focusing on environmental and policy level change initiatives that can be implemented by local governments and school districts. The MMWR report, Recommended Community Strategies and Measurements to Prevent Obesity in the United States, is available at: www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm.

To assist local governments, states, and policy makers implement the CDC recommended obesity prevention strategies and report on the associated measurements a detailed Implementation and Measurement Guide was developed. The guide includes measurement data protocols, a listing of useful resources, and examples of communities that successfully implemented each obesity prevention strategy. The Implementation and Measurement Guide is available at: www.cdc.gov/obesity/downloads/community_strategies_guide.pdf.

Secretary Tom Vilsack in Sesame Street Public Service Announcement

Former Iowa Governor Tom Vilsack, who is often remembered for the Winnie the Pooh costume he wore at a Spring Fling event at Terrace Hill, will now appear with Sesame Street's Cookie Monster and a talking broccoli in a public service announcement to promote healthy eating.



Vilsack, in his current capacity as U.S. Secretary of Agriculture, and Sesame Workshop today unveiled a public service announcement promoting healthy eating habits to children and families. The public service announcement features Cookie Monster, broccoli and Vilsack discussing the importance of eating a "rainbow" of foods, especially fruits and vegetables, everyday.

See the public service announcement and press release: www.sesameworkshop.org/newsandevents/pressreleases/usda_psa

Community Food Security Coalition Annual Conference

The Community Food Security Coalition's annual conference is back better than ever. Join 750 of your colleagues for the nation's primary food systems networking and educational event in Des Moines. The conference includes four days of inspiring presentations, scintillating workshops, fantastic networking opportunities, delectable local eats, and fun field trips around the state.

This year's conference will include a special one day gathering of state and local food policy council organizers and practitioners on Saturday, October 10. For information, visit: www.communityfoodconference.org/13/

The conference will include plenary sessions on building networks for food system change, labor and immigration policy, and strategies for change of the industrial food system. Also featured will be 50 workshops, a food film festival, six field trips, the 1st annual Food Sovereignty Prize Award presentation, business meetings and structured networking time, lunch and learns, and an exhibit hall. Workshops will focus on farm to cafeteria, food access in rural and urban communities, food politics and projects in the Heartland, labor and immigration in community food systems, international food security, local foods, food access in underserved communities, and much more.

The conference is being held immediately prior to the World Food Prize. We encourage you to find out more about this event at www.worldfoodprize.org. CFSC attendees can attend the Iowa Hunger Summit and its luncheon on Tuesday October 13 at no charge. See the World Food Prize Web site for more information.

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