



November/December 2009

# Produce

**The active news for you to consume**

## Iowans Fit for Life Partnership

The October partnership meeting was a success. The revised state plan is nearly complete and will soon be ready for distribution thanks to the review and input from the partnership. Susan Klein and Carol Voss shared their work on the Nutrition Environment Measures Survey – Vending (NEMS-V) project and provided the partnership with an opportunity to use the tools. Partners began a discussion about future policy priorities which included limiting screentime in child care centers and implementing a sugar sweetened beverages tax. The policy conversation will be continued during the January meeting. In the afternoon, Iowa Partners: Action for Healthy Kids joined us for a joint meeting with the educational settings work group and each of the Iowans Fit for Life work groups met to plan their 2010 work plans.

Mark your calendars now for the 2010 partnership meetings:

- Friday, January 22
- Friday, April 23
- Wednesday, July 29
- Friday, October 22

## Fruit and Vegetable Report Card

The CDC Division of Nutrition, Physical Activity is excited to share the [State Indicator Report on Fruits and Vegetables, 2009](#) and National Action Guide. The [Report Card](#) can be viewed at the Iowans Fit for Life website.

The State Indicator Report on Fruits and Vegetables, 2009 provides for the first time information on fruit and vegetable (F&V) consumption and policy and environmental support within each state. Fruits and vegetables are important for optimal child growth, weight management, and chronic disease prevention. Supporting increased F&V access, availability, and reduced price are key strategies towards the Centers for Disease Control and Prevention's (CDC) objective of improved F&V consumption and thus improved nutrition among all Americans.

National and state-specific information is reported in the State Indicator Report for behavioral indicators and policy and environmental indicators. The behavioral indicators are derived from objectives for F&V consumption outlined in Healthy People 2010, a framework for the nation's health priorities, and data is from CDC's health surveillance systems. The policy and environmental indicators are from multiple data sources and measure several aspects of a state's ability to support the consumption of F&V.

Throughout states and communities, many groups play a role in supporting policy and environmental change to ensure that individuals and families can easily purchase and consume F&V. When state officials, health professionals, employers, retail owners, farmers, school staff, and community members work together their efforts can increase the number of Americans who live healthier lives by increasing the availability of affordable healthier food choices such as F&V.

## Live Healthy Iowa Kids

[Live Healthy Iowa Kids](#) has teamed up with the [Governor's Council on Physical Fitness and Nutrition](#) to bring an innovative nutrition component to this year's 100 Day Challenge. Accompanied by support materials, the nutrition component provides educators and other adult facilitators with a powerful tool for motivating kids to take part in the already popular program, which will begin on January 19, 2010.



Staff at the Iowa Department of Public Health (IDPH), which supports the Governor's Council, has already begun working with Live Healthy Iowa Kids to send invitations to physical education teachers in all of Iowa's approximately 1,700 elementary, middle, and high schools in the state. Each introductory kit includes a description of the program, instructions for downloading lesson plans, and a sample wall chart that teams will use to track physical activity and positive nutrition habits.



“Just like our annual challenge for adults, the Live Healthy Iowa Kids program is successful because it leverages healthy competition with healthy behaviors over a period of nearly 15 weeks,” said Live Healthy Iowa Health Initiatives Coordinator Traci Kepley. “The addition of a nutrition component is particularly important for kids in kindergarten through high school because they tend to prefer and have access to unhealthy foods such as soda, chips and other high-calorie snacks.”

Last year nearly 9,600 youth participated in Live Healthy Iowa Kids in more than 480 teams and logged over 30 million minutes of activity. This year, partners hope that the new materials will help increase participation.

In addition to contacting physical education teachers, the Governor's Council on Physical Fitness and Nutrition is also reaching out to other potential partners such as area education agencies,

family and consumer science teachers, 4-H clubs, YMCA youth programs, faith-based youth organizations, and scout troops.

After the Live Healthy Iowa Kids/Governor's Challenge program ends on April 28, teams that average 4200 minutes per team member and report their nutrition information in four recording periods will qualify for a chance to win gift cards to Subway restaurants, and monetary rewards of up to \$1,000 to benefit their school or organization. All students who participate will receive a medal with the Live Healthy Iowa Kids and the Governor's Council on Physical Fitness and Nutrition logos.

Using the newly developed wall chart for tracking nutrition along with physical activity, adult facilitators will focus on fruit consumption for the first four weeks of the challenge, while the second set of four weeks will concentrate on eating more vegetables. Weeks 9 and 10 will encourage choosing water over soda and other beverages, followed by two weeks emphasizing low-fat milk. For the final three weeks, adult facilitators will use the tracking sheet to report screen time. The less time team members spend watching TV, playing video games or using a computer for recreation, the higher their collective score.

To [register](#) a team or request materials, including the new wall chart, visit [www.iowasportsfoundation.org](http://www.iowasportsfoundation.org). Questions? Write to [traci@livehealthyiowa.org](mailto:traci@livehealthyiowa.org) or call 888-777-8881, ext. 111.

## 22 Iowa Communities Receive Live Healthy Iowa Grants

Twenty two Iowa communities were recently awarded grants from the Iowa Sports Foundation to initiate local Live Healthy Iowa programs. The Iowa Sports Foundation began the Live Healthy Iowa Community Grant program in 2006 to aid communities in promoting Live Healthy Iowa (formerly Lighten Up Iowa), Live Healthy Iowa Kids and Go The Distance Day to citizens. To date, \$80,500 has been awarded to 96 communities in our state.

The following communities will receive grants to promote the 2010 Live Healthy Iowa 100 Day Wellness Challenge:

- Cedar Valley-Go5210 – ISU Extension Black Hawk County - \$750
- Clayton Co. Food & Fitness Initiative Live Healthy – Central Community Hospital Foundation - \$500
- Do More Chamber Challenge – Greater Des Moines Partnership - \$1,000
- Exercise for All Ages – LeMars YMCA - \$750
- Get Fit Nevada – Nevada Parks and Recreation - \$1,000
- Live Healthy Ames – Ames Chamber of Commerce - \$500
- Live Healthy Boone County – ISU Extension Boone County - \$1,000
- Live Healthy Chickasaw County – Chickasaw Wellness Complex - \$250
- Live Healthy Clay County – Spencer Hospital - \$750
- Live Healthy Dubuque – The Finley Hospital - \$1,000
- Live Healthy Franklin County – ISU Extension Franklin County - \$500
- Live Healthy Grinnell – City of Grinnell - \$1,000
- Live Healthy Jasper County – Skiff Medical Center - \$1,000
- Live Healthy Linn County – Linn County Public Health - \$750

- Live Healthy Lone Tree – Johnson County Public Health - \$500
- Live Healthy Marshall County – Marshalltown Parks and Recreation Department - \$500
- Live Healthy Pella – Pella Aquatic Center - \$600
- Live Healthy Sergeant Bluff – Sergeant Bluff Parks and Recreation - \$700
- Live Healthy University of Iowa – University of Iowa Wellness - \$500
- Live Healthy Montgomery County – Montgomery County Family YMCA - \$450
- Team Work 2010 – State Employee Health and Recreation Committee (SEHARC) - \$500
- Warren County Wellness – Warren County - \$250

For more information on the Live Healthy Iowa 100 Day Wellness Challenge, please visit [www.LIVEHEALTHYIOWA.org](http://www.LIVEHEALTHYIOWA.org) or call 888-777-8881.

Live Healthy Iowa is a program of the Iowa Sports Foundation and brought to you through collaboration with the Iowa Department of Public Health and Iowa State University Extension.

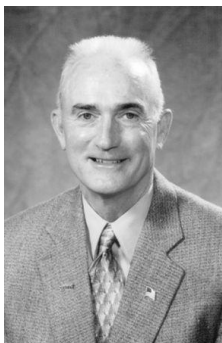
## The Great American Smokeout

Thursday, November 19, 2009, is the 34th Great American Smokeout. The Great American Smokeout was inaugurated in 1976 to inspire and encourage smokers to quit for one day. Now, 39.8 percent of the 43.4 million Americans who smoke have attempted to quit for at least one day in the past year, and the Great American Smokeout remains a great opportunity to encourage people to commit to making a long-term plan to quit for good.

Tobacco use remains the single largest preventable cause of disease and premature death in the United States. Each year, smoking accounts for an estimated 443,000 premature deaths, including 38,000 deaths among nonsmokers as a result of secondhand smoke. Half of all Americans who continue to smoke will die from smoking-related diseases.

With all the resources available to help smokers quit, there has never been a better time to quit smoking. If you smoke, make a plan and set the Great American Smokeout, November 19, 2009, as your quit date. By calling Quitline Iowa at 1-800-784-8669, people who plan to quit will be able to speak with a trained counselor and receive free, confidential counseling. A free two week supply of nicotine gum or patch is also available. Studies have found that Quitlines can more than double a person's chance of successfully quitting tobacco.

## Partner Highlight – Jim Hallihan



Jim Hallihan has always been devoted to the promotion of health, sports, fitness, and character. Thus, it was a great match when he was selected as the Executive Director of the Iowa Sports Foundation in 1994. Since that time the Iowa Sports Foundation has evolved from the summer and winter sports festivals for 15,791 participants to a wide variety of additional programs for well over 100,000 participants. In 2009, over 136,000 individuals participated in Iowa Sports Foundation events. But Jim's impact goes well beyond those numbers.

The Foundation has added Net Fest Basketball and Volleyball, Hoopin' At The Dome, The Iowa Games Golf Classic, a Mud Run, Flag Football State

Championship, and Fish Iowa Games. The tremendous growth was also matched with a deeper and broader impact with the addition of Lighten Up Iowa, now called Live Healthy Iowa. This later effort also led to Live Healthy Iowa Kids, Go the Distance Day, Fall Fitness Day, and Live Healthy America. The 2010 Live Healthy Iowa Kids program continues to evolve with a partnership with the Iowa Governor's Council on Physical Fitness and Nutrition. The 2010 effort will add good nutrition as well as activity to the goals to be tracked and rewarded.

As a member of the council Jim continues to share his passion for sports, healthy behaviors, and the "Character Counts!" program. Jim helps set the bar for other states in this arena. The Iowa Sports Foundation staff and Jim Hallihan have been awarded the American Character-Builder award, for creating and implementing an outstanding character development program.

This last March Jim was a recipient of the Iowa Girls High School Athletic Union Sportsmanship Award at the Girls' State Basketball Tournament. Just one more accolade for Coach Hallihan, but one that may mean more than a national championship. Thanks to Jim for his dedication to health, sports, fitness and character in Iowa!

## November is Apple Month

November is apple month. There are about 2,500 known varieties of apples grown in the U.S.

Some favorites:

- Braeburn - High flavor impact. The crisp, aromatic Braeburn blends sweetness and tartness just right for snacks and salads. Its color varies from greenish-gold with red sections to nearly solid red.
- Fuji - Like fine wine, its flavor improves with age. Fuji's spicy, crisp sweetness makes it excellent as a snack or for applesauce. Fuji varies from yellow-green with red highlights to very red.
- Gala - Heart-shaped, distinctive yellow-orange skin with red striping. It has a crisp, sweet taste that can't be beat. It is the perfect take-along snack anytime. Great in salads.
- Golden & Red Delicious - Golden's firm, white flesh retains its shape and rich, mellow flavor when baked or cooked, making it the preferred "all purpose" cooking apple. The skin is so tender and thin that it doesn't require peeling. The red is the favorite for eating.
- Granny Smith - Mouthwatering tartness. Bright green Granny with a pink blush has a crisp bite and a tangy flavor. Its tartness really comes through when baked and sautéed. Enjoy Granny Smiths out of hand or in a salad.
- McIntosh - McIntosh is juicy, slightly tart, yet very aromatic with white flesh and a rather tough skin that is two-toned red and green coloring. It's a favorite apple for eating, but is also widely used in salads, sauces, pies and is a mainstay in fresh cider.

Apple Facts

- Apples are a member of the rose family.
- Apples are high in fiber.
- There are more than 7,000 varieties of apples grown in the world.
- The most popular variety in the United States is the Red Delicious.
- The apples from one tree can fill 20 boxes every year. Each box weighs 42 pounds.

- Fresh apples float because 25 percent of their volume is air.
- Americans eat an average of 18 pounds of fresh apples each year.

### History

- It is believed that apples were grown in Neolithic times. They were known to ancient cave dwellers.
- About 5,000 years ago, apples were gathered and stored.
- The Egyptians and Romans introduced apples to Britain.
- Early Americans brought apple seeds from Europe and planted trees in Massachusetts and Virginia. John Chapman became known as Johnny Appleseed because he planted apple seeds wherever he went.
- Apples were mentioned in the Bible and in the history of ancient nations.

### Where Grown

- Washington State is the top producer of apples. Other states that produce apples for the marketplace include New York, California, Michigan, Pennsylvania and Virginia.
- Most apples brought into the United States come from Canada, but they might come from as far away as New Zealand.

For more fun facts and information about apples

- <http://www.harvestofthemoth.com/download.asp#apple>
- [http://www.idph.state.ia.us/pickabetersnack/pabs\\_lessons.asp#sept](http://www.idph.state.ia.us/pickabetersnack/pabs_lessons.asp#sept)
- <http://www.fruitsandveggiesmatter.gov/month/apple.html>
- <http://www.pbhfoundation.org/recipes/>

## Featured Recipe: Pocket Apple Pie

4 flour tortillas  
 2 large apples  
 ½ teaspoon ground cinnamon  
 4 teaspoons brown sugar  
 1/8 teaspoon nutmeg

Warm tortillas in microwave to make them easier to handle. Peel and chop apples into small pieces and place ¼ of the apples on half of each tortilla. Stir together brown sugar, cinnamon and nutmeg, and sprinkle over the top. Roll up the tortillas, starting at the end with the fruit, and place on an ungreased baking sheet. Make small slits in the tortillas to allow steam to escape. Brush with milk and sprinkle with sugar. Bake at 350 for 8 – 12 minutes or until light brown. Serve warm or cool.

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