



January 2010

# Produce

**The active news for you to consume**

## Partnership ~ Where More Can Be Accomplished

By Dennis Haney, Iowans Fit for Life Program Coordinator

Winter 2009/2010 has presented us with many challenges already. As a result, the January 22 partnership meeting has been revamped to reduce winter weather driving and the related risks. The January 22 partnership meeting has been replaced by a Leadership Committee conference call and individual work group conference calls. Updates beyond those shared at the work group meetings will be shared in this and the February newsletters.

Mark your calendars now for the remaining 2010 partnership meetings:

- Friday, January 22 (conference calls)
- Friday, April 23
- Wednesday, July 29
- Friday, October 22

## Preventing Cancer in the Latino Community

By Sara Comstock, Iowa Cancer Consortium Associate Director

The Iowa Cancer Consortium (ICC) is hosting a series of lunch and learn forums, Preventing Cancer in the Latino Community. The ICC is partnering with the Office of Multicultural Health, Iowans Fit for Life and many other organizations in Polk County and around the state to provide cancer education and resources to organizations and individuals working with the Latino population.

Topics covered during the forums include, breast and cervical cancer (February 11), colorectal cancer (March 11), physical activity and nutrition (April 8), and resources for cancer patients (May 11). Forums will focus on educating attendees about cancer resources, discussion of cancer issues affecting the Latino community and networking among community members and health

care professionals interested in addressing cancer in the community. An interpreter will be available for all forums.

All sessions will be held from 11:00 – 12:30 at the United Way of Central Iowa, Room E, 111 Ninth Street, Suite 100, Des Moines, IA. RSVP to Sara at [Comstock@CancerIowa.org](mailto:Comstock@CancerIowa.org) or 319-335-8144. A promotional flyer is attached to the newsletter email that may be printed or distributed.

## Family Fit Lifestyle Month

By Melissa Foley, YMCA of the Greater Des Moines

January is Family Fit Lifestyle month, which celebrates getting active as a family to create healthy habits together. Make a commitment to start the year off right. Creating a healthy lifestyle together can provide support to the entire family.

Get Active! Children need at least 60 minutes of physical activity every day and adults need a recommended five hours of activity per week for the best health benefits. Here are a few ideas to get you started:

- Scavenger hunt – enjoy a scavenger hunt around the neighborhood, at a local playground or anywhere you can run around. Go through the alphabet looking for items that start with each letter or look for items that are different colors. Each time an item is found, do a type of physical activity (e.g., jumping jacks, dancing, etc.).
- During the winter months, there are a lot of options so get creative. Indoor rock climbing, snow skiing and tubing are a few options. Don't spend the winter months stuck inside. Be sure to limit time spent watching television, on the computer or playing video games.
- Look up a directory of parks and trails in or around your community. There's a lot you can do at the park: walking, running, ice skating, riding a bike, or rollerblading.
- Contact your local Conservation Department. Several offer programs or classes for hiking, canoeing, snowshoeing and more. Try a new activity – you may find one you really enjoy!
- Check out the opportunities at your local YMCA. There are a variety of options such as group fitness classes, taekwondo, indoor tracks, racquetball, basketball and so much more to get you active as a family!

Nutrition is a key factor in living a healthy lifestyle. Families must create healthy habits in the kitchen as well. A few key tips that may help you:

- Clean out the “junk foods” in your pantries and cupboards. This will eliminate the temptations. Replace with fruits and vegetables that make quick easy snacks.
- Have the kids help plan weekly menus and cook creative meals and snacks. Meal planning can help alleviate the temptations of going through the drive-thru or picking up take-out.
- Check out nutrition classes offered at the YMCA Healthy Living Center in Clive or check out your local community listings.

## Live Healthy Iowa ~ 100 Day Wellness Challenge

By Dennis Haney, Iowans Fit for Life Program Coordinator

The Annual tradition of Live Healthy Iowa is just around the corner. Live Healthy Iowa, formally Lighten Up Iowa, begins January 14 and continues for 100 days. The 100 Day Challenge is an excellent way to have fun, build teamwork, increase activity, and lose a few of those holiday pounds. You may form a team of two to 10 people and participate in tracking minutes of physical activity and/or weight loss. Last year's combined totals were over 340 million minutes of activity logged and over 624,000 pounds lost by participants.



You can register a team at [Live Healthy Iowa](#).

## Your Feedback at Work ~ Partnership Survey Results

By Cathy Lillehoj, Iowans Fit for Life Program Evaluator

To assess the status of the Iowans Fit for Life partnership, a Web-based survey was conducted in October 2009. Surveys were emailed to 412 Iowans Fit for Life partners. A total of 100 surveys were completed, a response rate of 24 percent. The survey queried partners about overall participation, satisfaction, and level of communication. Survey results highlight areas where the partnership is functioning well and provide an assessment of recommended areas that might be improved. Survey results include:

Partners were asked how many quarterly meetings they attended in the past year.

- 34 percent had not attended any meetings in the previous year
- 24 percent had attended one meeting in the previous year
- 21 percent had attended two meetings in the previous year
- 10 percent had attended three meetings in the previous year
- 11 percent had attended all four meetings in the previous year

Partners were asked about reading Iowans Fit for Life electronic materials and participation in scheduled work group meetings.

- 85 percent of partners reported reading Iowans Fit for Life electronic materials
- 34 percent of partners who had not attended a partnership meeting in the past year had read the e-materials
- 89 percent of the partners that read the e-materials reported finding the information *somewhat - very useful*.
- 62 percent of partners had attended work group meetings *all of the time - sometimes*.
- 72 percent of partners reported being *very – somewhat informed* about various work group projects and activities

Several recommendations were made as a result of this survey. One suggestion is to aspire to a higher level of partner attendance and participation in scheduled work group meetings, plus increase involvement in work group projects and activities. To attain this objective, it may be helpful to solicit partner interest level related to various work group projects and activities. Finally, a section of the monthly newsletter should be devoted to targeted policy and environmental change initiatives.

## Resources for You – Nutrition and Physical Activity Asset Mapping

By Dennis Haney, Iowans Fit for Life Program Coordinator

It is not unusual for Iowa community groups to come together to solve local issues. Iowa communities are graced with people focused on community improvement. An approach to addressing a community issue is to begin by discussing the problems. If you've ever participated in a committee, you know that this is a likely way to get immediate involvement and there will be plenty of input. However, transitioning the group to creating solutions can be difficult.

Asset mapping is an approach that begins by having the community group focus on the strengths of the community. IDPH has developed an asset mapping resource, the Physical Activity and Food Environment asset maps, which are designed to assist communities in identifying the nutrition and physical activity assets in their communities. The information is placed on a set of concentric circles on the map. The center circle is "Home," the next is "Work/Business," then "Neighborhoods," and the outer circle is "Community Planning and Policy." For each circle, participants are asked to describe the physical environment and social/relational aspects. The conversation is informal and develops a snapshot of the existing nutrition and physical activity environment as well as factors that influence the use of these resources.

Prior to the exercise the community gathers a steering committee to determine who should be invited to the mapping process. Ideally, the physical activity and food environment mapping will take place on two separate occasions. Each map takes approximately 90 minutes to complete. After the mapping exercise is complete the steering committee reconvenes to determine common themes (physical assets, connecting assets, other). The committee then determines its top priorities and develops an action plan.

The complete process involves five steps:

1. Form a steering committee,
2. Determine invitees for asset mapping,
3. Complete asset mapping,
4. Determine assets
5. Determine priorities and set action

A [Community Asset Map Facilitation Guide](#), a [Community Activity Map](#), and a [Community Nutrition Map](#) may be found at the Iowans Fit for Life Web site.

## Iowa Cancer Consortium – Funding Partnership Projects

By Dennis Haney, Iowans Fit for Life Program Coordinator

Iowans Fit for Life enjoys a quality working partnership with the Iowa Cancer Consortium (ICC). Since July, ICC has funded a worksite wellness toolkit development project being implemented by Amy Liechti, Iowans Fit for Life Worksite Wellness Coordinator. Recently, ICC announced another funding partnership with Iowans Fit for Life for three partnership work group projects that will be implemented between now and June 1:

- The partnership's Early Childhood Work Group will conduct four training sessions for in-home family support staff on early childhood nutrition, physical activity, and breastfeeding. Two training sessions will be conducted on early childhood nutrition and physical activity and two training sessions on breastfeeding. The training sessions will have capacity for up to 75 people per session. The staff who attends will have access to hundreds of Iowa families.
- The partnership's Educational Settings Work Group will conduct one training session for wellness coordinators at Iowa universities, colleges, and community colleges on student wellness services. The training session intent would focus on sharing current ideas, successes, and lessons learned as well as creating a statewide higher education wellness coordinator communication group.
- The partnership's Community Work Group will develop a resource for low cost ways to make your community healthier. The work group will develop the document concepts and the Iowans Fit for Life staff will work with a graphic artist to design the document's layout and print it. The resource will also be loaded to the Iowans Fit for Life Web site. With the upcoming community health needs assessment, conducted every five years by local public health agencies, this resource will be integral in helping counties identify ways they can reasonably improve the nutrition and physical activity environment.

## January is Soup Month

By Carol Voss, Iowans Fit for Life Nutrition Coordinator

### Hamburger Soup

1 lb. hamburger – browned, drained & rinsed  
1/2 cup chopped onion  
2 cans Italian stewed tomatoes  
1 can mixed vegetables or 10 oz. pkg. of frozen mixed vegetables  
2 cans beef broth  
1 cup macaroni – uncooked  
Pinch of garlic and basil

Brown the hamburger and onion in a large soup pot. Drain and rinse hamburger and return to the soup pot. Add all canned goods. Bring to a rolling boil and add the macaroni and spices. Reduce heat and simmer (stirring often) until macaroni is done.

8 Servings – 1 1/2 cups per serving

## Staff Team

Amy Liechti, Worksite Wellness Coord.

[aliechti@idph.state.ia.us](mailto:aliechti@idph.state.ia.us)

515-281-3623

Cathy Lillehoj, Evaluator

[clilleho@idph.state.ia.us](mailto:clilleho@idph.state.ia.us)

515-242-5913

Carol Voss, Nutrition Coordinator

[cvoss@idph.state.ia.us](mailto:cvoss@idph.state.ia.us)

515-242-5566

Dennis Haney, Program Coordinator

[ghaney@idph.state.ia.us](mailto:ghaney@idph.state.ia.us)

515-281-7501

Jennifer DeWall, Health Care Coord.

[jdewall@idph.state.ia.us](mailto:jdewall@idph.state.ia.us)

515-242-5813

Sarah Taylor, Physical Activity Coord.

[staylor@idph.state.ia.us](mailto:staylor@idph.state.ia.us)

515-242-6709

Tim Lane, Community Coordinator

[tlane@idph.state.ia.us](mailto:tlane@idph.state.ia.us)

515-281-7833