



Healthiest State INITIATIVE

2022 ANNUAL REPORT



Healthiest State
INITIATIVE

A LOOK BACK AT 2022

2022 was a year of growth, learning, and adaptation for the Iowa Healthiest State Initiative. As we reflect on the year, we are proud of our organization wins and continued partnerships in communities across Iowa.

As our events returned to in-person for the first time since 2020, we laid the groundwork for new and innovative wellbeing opportunities.



For the first time in our organization's history we have created a new vision and mission to guide us through the future. We're no longer focused on being the healthiest state in the nation, instead turning inward by creating awareness and integrating solutions to improve the physical, social and mental well-being of Iowans.

We are excited for the next chapter and invite you to join us on this journey so that every Iowan has the opportunity to live their healthiest life.

Sincerely,

Jami Haberl, MPH, MHA
Executive Director

The Healthiest State Initiative is a nonpartisan, nonprofit organization driven by the vision that every Iowan has the opportunity to live their healthiest life.

LEADERSHIP:

Jeff Pomeranz
Board President
City of Cedar Rapids

Jeff Russell
Board Past President
Delta Dental of Iowa

Dave Williams, MD
Board Vice President
UnityPoint Health

Nicole Crain
Board Treasurer
Iowa Association of Business & Industry

Jami Haberl
Board Secretary
Healthiest State Initiative

Laura Jackson
Wellmark Blue Cross Blue Shield

Matt Evans
TrueNorth Companies

Quentin Hart
City of Waterloo

Meg Schneider
Greater Des Moines Partnership

Aaron Wiese
Hy-Vee Inc.

2022 HIGHLIGHTS

PROGRAMS:



381K reached through 5-2-1-0 network

Make It OK

184 Iowans trained as Make It OK Ambassadors



\$33K redeemed for fresh produce



\$808K redeemed for fresh produce

GOALS:

In 2022, we worked to make sure every Iowan had the opportunity to live their healthiest life



EVENTS:

1,000 walks registered for the Healthiest State 12th Annual Walk

254 attended our in-person events: Workplace Wellbeing Conference and 5-2-1-0 Summit

24 finalists recognized at Healthiest State Annual Awards

Learn more about our events on Pages 3-4

ANNUAL AWARDS

The 2022 Healthiest State Annual Awards finalists were celebrated virtually February 15-18. We honored **24 finalists** in the following categories:

- Healthy HometownSM Powered by Wellmark Community Award
- Individual Award
- K-12 School Award
- Out-of-School Program Award
- Early Care (Small, Large) Award
- Workplace (Small, Medium, Large) Award
- Health Care

Each of the **12 winners** was granted a monetary award to continue their health and wellness efforts.



Girls on the Run Central Iowa (Out-Of-School Winner)



Keynote speaker Joe Beckman with HSI Executive Director, Jami Haberl at the 5-2-1-0 Summit

5-2-1-0 SUMMIT

The 5-2-1-0 Healthy Choices Count! Summit was held in person for the first time since 2019. Over **100 Iowans** gathered to learn how to create healthier environments in schools, early care settings, out-of-school programs, health care clinics and communities.

CONFERENCE

The 2022 Workplace Wellbeing Conference took place in person for the first time since 2019. More than **150 Iowans** attended the event where topics included burnout, ESG (environmental social governance), and the importance of financial wellbeing. HSI also launched the 5-A-Day box in partnership with Capital City Fruit. The boxes include fruits and vegetables delivered to your door, with access to recipes for the produce you receive, with a portion of every sale supporting Healthiest State.



Lou Railoa and Michelle Weil (ethOs) speak on ESG



PACES After school program in Perry participating in the 12th Annual Healthiest State Walk

ANNUAL WALK:

Iowans in **all 99 counties** marked the Healthiest State 12th Annual Walk, presented by Delta Dental of Iowa, by walking for 30 minutes on October 5. A total of **4,087** individuals, organizations, and businesses were registered.

MASCOT CHALLENGE WINNER:
Ogden Community School District

COMMUNITY WALK MINI GRANT RECIPIENT:
Dallas Center

ILOC Walking Challenge

In 2022, the Healthiest State Initiative partnered with the Iowa League of Cities to create the Iowa Cities Walking Challenge. Participating cities were invited to register a walk and see who could register the highest percentage of their population for the walk.



2022 Winner
BREDA

5-2-1-0 NETWORK



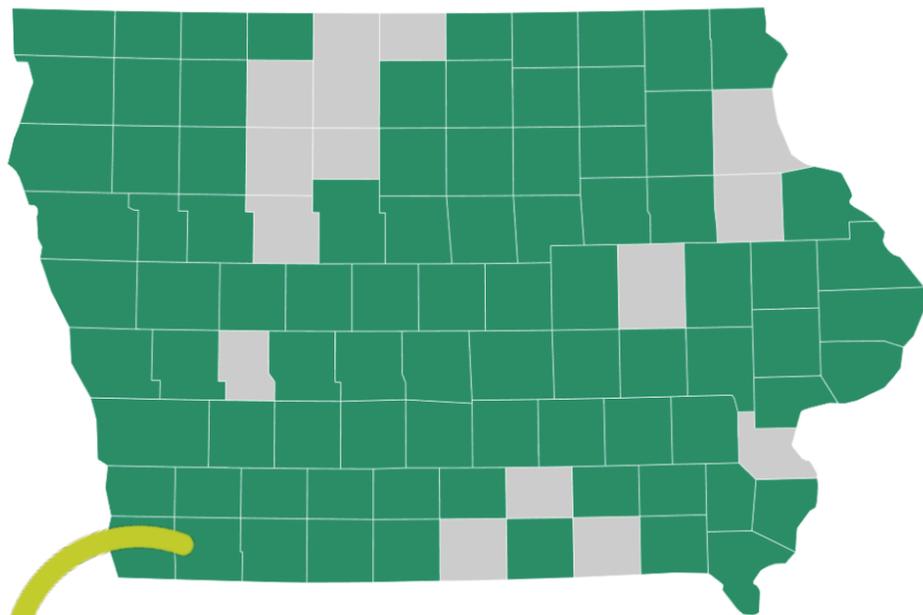
Healthy Choices Count!

ABOUT 5-2-1-0

5-2-1-0 Healthy Choices Count! is a nationally recognized and evidence-based prevention framework to promote healthy habits. The goal is to increase physical activity and healthy eating through policy, systems and environmental change.

5-2-1-0 Healthy Choices Count! Registered Sites are part of an important network of sectors across the state working to create healthier environments where Iowans live, learn, work and play. Becoming a 5-2-1-0 Registered Site is free and easy!

Sites in 85 counties have made the commitment:



381,843

Iowans impacted*

104 K-12 Schools

245 Early Care Sites

162 Workplaces

32 Out-of-School Programs

97 Health Care Clinics

5-2-1-0 IN 2022 BY THE NUMBERS

104

people attended the 5-2-1-0 Summit in person for the first time since 2019, to learn from experts across the state!



6

registered sites served as 5-2-1-0 Ambassadors during Healthiest State Month in October to spread the word about 5-2-1-0!



30

signs displayed at The Garden at the Iowa State fair featuring 5-2-1-0 produce facts.



18K

5-2-1-0 posters and brochures ordered and distributed free of charge to 5-2-1-0 sites statewide.



Healthiest State Month

Gov. Reynolds proclaimed October as Healthiest State Month. Each week was focused on a different 5-2-1-0 habit:

- **Week 1:** 1 hour of physical activity
- **Week 2:** 5 or more fruits & veggies
- **Week 3:** 2 hours or less of screen-time
- **Week 4:** 0 sugary drinks –more water!



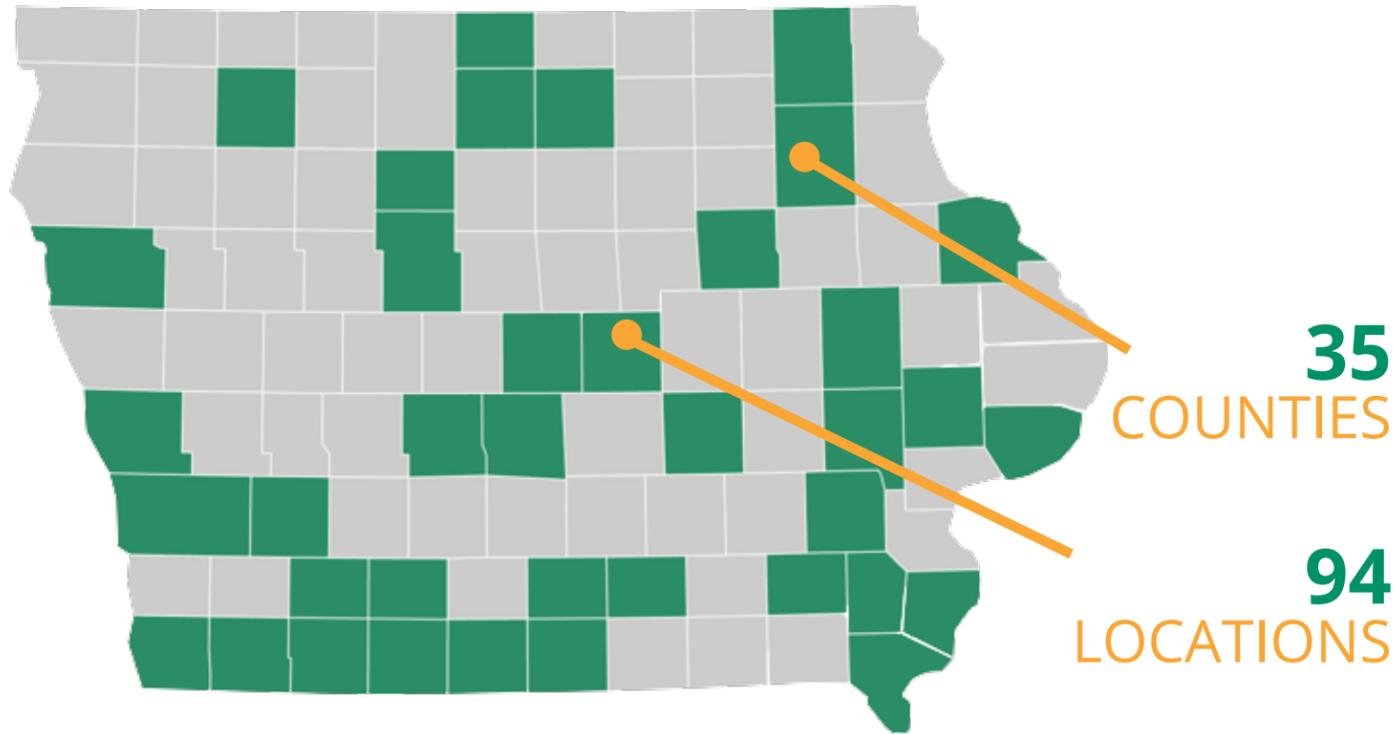
DOUBLE UP FOOD BUCKS



DOUBLE UP FOOD BUCKS™

ABOUT DUFB

Double Up Food Bucks is a SNAP-incentive program that matches food assistance dollars 1:1 on purchases of fresh fruits and vegetables at **94 participating farmers markets and grocery stores.**



35
COUNTIES

94
LOCATIONS

\$808,714

Double Up Food Bucks redeemed for fresh fruits & vegetables

\$234,370

Double Up Food Bucks redeemed at farmers market locations

See a full list of all participating locations: **DoubleUpIowa.org**

PROGRAM IMPACT:

In 2022, **61,734** food insecure Iowans used Double Up Food Bucks to access free fruits and vegetables! Since its creation in 2016, the Double Up Food Bucks Program has seen over **\$4.3 million dollars** in fresh fruits and vegetables redeemed. **\$852,558** of that money has been redeemed at local farmers markets across Iowa. In total, since 2016, **325,684 individuals have benefited** from the program!

USER FEEDBACK:

"I am so grateful for having double up food bucks. Being able not to really worry about how we will afford veggies and fruits."

"I LOVE DOUBLE UP FOOD BUCKS!!!! This is an Amazing program!! This program has let me eat more fruits and vegetables like I want to! It is soo hard to eat healthy and not have too much starch on a low income and/or on assistance."

Produce Prescription Program

The Produce Prescription Program is a partnership between Broadlawns Medical Center, Primary Health Care - Engebretsen Clinic, Iowa Healthiest State Initiative and local retailers (Hy-Vee, Fareway, C-Fresh, Capital City Fruit and seasonal farmers markets).

Produce prescriptions work to help foster healthier eating habits to prevent and manage chronic diseases while improving nutrition insecurity. It is a tool for health care professionals to address the social determinants of health by "prescribing" nutrition education and financial incentives to purchase fresh fruits and vegetables.



319

INDIVIDUALS received vouchers (84 households)

\$33K

REDEEMED for fresh produce

MAKE IT OK

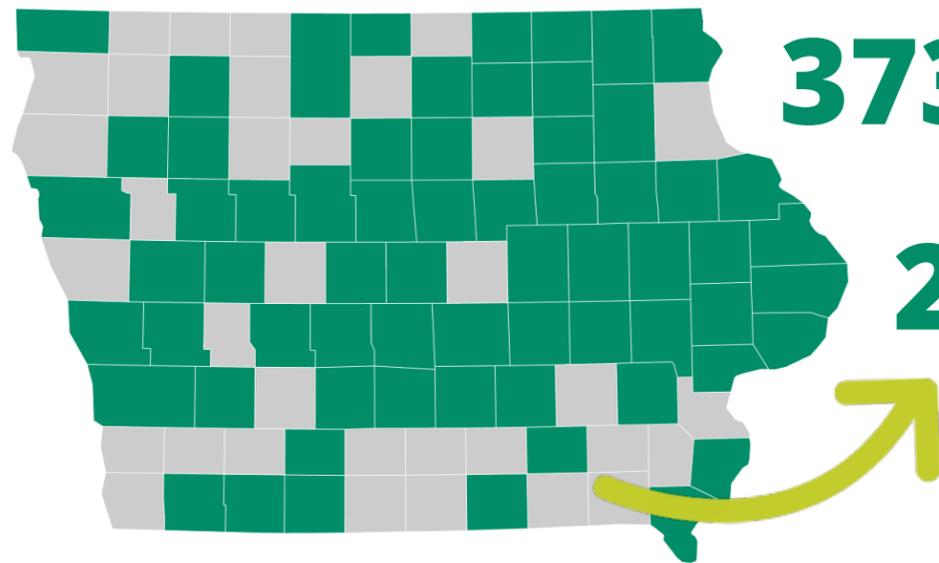


MakItOK.org/IOWA

ABOUT MAKE IT OK

Make It OK is a community campaign to reduce stigma by starting conversations and increasing understanding about mental illness.

REGISTERED WORKPLACES



373 WORKPLACES directly impacting

224,904 EMPLOYEES

MAKE IT OK AMBASSADORS



1,048 AMBASSADORS

trained since 2019 to fight stigma within communities across Iowa.



MAKE IT OK OUTREACH:

In 2022, Make It OK reached thousands of Iowans through virtual and in-person events, presentations, messaging efforts, our network of Ambassadors and Registered Workplaces, and our partnerships with the Des Moines Menace and Kum & Go!



1,300+ reached through **Make It OK** presentations



2,300+ visits to free, digital **"Make It OK in May" Toolkit**



SWITCH - ISU Extension and Outreach

Make It OK has partnered with the SWITCH school wellness initiative and Iowa State University Extension and Outreach to implement mental health messaging into its programming. We are excited to share more information in 2023!

Kum & Go

Kum & Go partnered with Make It OK to create a video series focused on the basics of mental illness, including common conditions and what to say vs. what not to say, to be shown internally and at gas station locations.



WEAR GREEN FOR MAKE IT OK

200+ Make It OK T-shirts were sold ahead of Wear Green for Make It OK Day on May 20.



South East Polk Clay Elementary

#GIVINGTUESDAY

Thanks to donations from individuals – and a \$5,000 match from Businessolver – we raised **\$8,875** for Make It OK efforts on Nov. 29.

2022 INVESTORS & IN-KIND DONORS



THE UNITED STATES
CONFERENCE OF MAYORS



Farmers Mutual Hail
Insurance Company of Iowa



IowaHealthiestState.com

Iowa Healthiest State Initiative is a 501(c)(3) non-profit corporation.