**Healthiest State Initiative**

| Overview | The Healthiest State Initiative is a privately led public initiative intended to inspire Iowans and their communities throughout the state to improve their health and happiness. To achieve our goal, individuals, families, businesses, faith-based organizations, not-for-profits, and the public sector will unite in a community-focused effort to make Iowa the healthiest state in the nation by 2016. To measure progress, the Gallup-Healthways Well-Being Index will be used, which track six areas, or “domains,” that comprise well-being. |
| Primary Goal/Mission | To make Iowa the healthiest state in the nation by 2016. |
| Businesses Actively Involved in HSI | Hy-Vee Inc. and Wellmark, Inc. |

**Programs/Campaigns**

- **Healthy for the holidays**  
  Tools and resources to facilitate healthy choices at home and at the workplace during the holiday season

- **Healthiest state walk**  
  Individual and organized walk commitments, including contests

- **Blue Zones Project**

- **Focus 5**  
  The HSI has identified five priorities for Iowa to focus on over the next few years.  
  - Decreasing the number of Iowans who smoke  
  - Increasing consumption of fruits and vegetables  
  - Increasing the number of Iowans who are learning or doing something interesting daily  
  - Increasing the number of Iowans who have visited the dentist in the last year  
  - Increasing the number of Iowans who feel their boss treats them like a partner at work

Five work groups chaired by leading Iowans have been established to help achieve these goals.

| Impact | To measure progress, the Gallup-Healthways Well-Being Index will be used, which tracks six areas, or “domains,” that comprise well-being.  
For more information, please visit  
Success Stories http://blog.iowahealthieststate.com/ |
| Reports/Case Studies | HSI Webinar https://www.youtube.com/watch?v=e416hVJimBVM |
| Social Media Sites | https://www.facebook.com/HealthiestIowa  
https://www.youtube.com/user/HealthiestStateIA  
https://twitter.com/HealthiestIowa |
| Website and Contact Information | http://www.iowahealthieststate.com/  
Liz Cox  
Email: lcox@hy-vee.com  
Phone: 515-246-3079 |