

Healthiest State Initiative



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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	
<ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> ○ 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 <p>Five work groups chaired by leading Iowans have been established to help achieve these goals.</p>	
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 http://www.healthways.com/solution/default.aspx?id=1125 Success Stories http://blog.iowahealthieststate.com/
Reports/Case Studies	HSI Webinar https://www.youtube.com/watch?v=e416hVJmBVM
Social Media Sites	https://www.facebook.com/HealthiestIowa https://www.youtube.com/user/HealthiestStateIA https://twitter.com/HealthiestIowa
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