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

- Healthy Hometown™ 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.

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.

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
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.

Sites in 85 counties have made the commitment:

- **104** K-12 Schools
- **245** Early Care Sites
- **162** Workplaces
- **32** Out-of-School Programs
- **97** Health Care Clinics
- **381,843** Iowans impacted*

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!

5-2-1-0 NETWORK

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 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.

ABOUT DUFB

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

$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
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.