



Healthiest State
— INITIATIVE —

ANNUAL REPORT

2023

lowahealthieststate.com

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Students at South Central Calhoun Middle School gather together to take part in the 13th Annual Healthiest State Walk



A LOOK BACK AT 2023

This past year has been one of resilience, innovation, and unwavering commitment to our mission. Despite half of the team being new to the organization, I am proud of the dedication as demonstrated by the vast number of accomplishments achieved this past year. Our team demonstrated remarkable flexibility and creativity, ensuring that our programs and initiatives continued to make a positive difference in the lives of individuals and families.

Key achievements in 2023 include:

1. **Implementation of Technology:** To improve user experience, we modernized the Double Up Food Bucks program with new technology.
2. **Program Enhancement:** With dedicated staff, we were able to update requirements for our Make It OK Ambassadors to ensure alignment with our desired goals. Additionally, we provided the resources and space for Black Iowans to create a campaign for their community on mental health, known as Back the Black.
3. **Financial Sustainability:** Our organization maintained financial stability through prudent fiscal management and diversified revenue streams. We are grateful for the continued support of our donors, sponsors, and partners who enable us to fulfill our mission.

As we embark on the new year, Iowa Healthiest State Initiative is poised to build upon the successes of the past year and pursue new opportunities for growth and impact. I extend my heartfelt gratitude to our dedicated staff, volunteers, board members, donors, and partners who contribute their time, talent, and resources to advance our vision that every Iowan has the opportunity to live their healthiest life.

Thank you for your unwavering support.



Jami Haberl, MPH, MHA
Executive Director

LEADERSHIP

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Board President
City of Cedar Rapids

AARON WIESE

Board Vice President
Hy-Vee, Inc.

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Wellmark, Inc.

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APRIL SCHMALTZ

Delta Dental of Iowa

DR. JENNIFER GROOS

*Primary Health Care B.
Engebretsen Medical Clinic, Iowa
Primary Care Association*

REBECCA WOODY

HealthPartners UnityPoint Health

JEFF RUSSELL*

Delta Dental of Iowa

DAVE WILLIAMS, MD*

UnityPoint Health

**Denotes members whose tenure ended mid year.*

2023 HIGHLIGHTS

PROGRAMS



Healthy Choices Count!

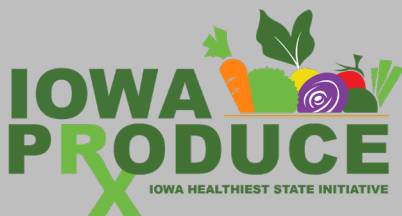
422K reached through 5-2-1-0 network

Make It **OK**

426K Iowans informed by Make It OK outreach



\$826K total economic impact created



\$41K redeemed for fresh produce

VISION

We work to ensure that every Iowan has the opportunity to live their healthiest life.

EVENTS

99

counties registered for the Healthiest State 13th Annual Walk

316

attended our in person events: Workplace Well-being Conference and 5-2-1-0 Summit

32

finalists recognized at the Healthiest State Annual Awards

Learn more about our events on pages 3-4

ANNUAL AWARDS

The 2023 Healthiest State Annual Awards were held during the Workplace Well-being Conference and the 5-2-1-0 Healthy Choices Count! Summit. 12 winners were recognized for their efforts in supporting the health of Iowans. The winners included:

• **Healthy HometownSM Powered by Wellmark Community Award:** Bettendorf, Grundy Center, Hiawatha

- **Individual:** Becky West
- **K-12 School:** Riceville Community Middle/High School
- **Out-of-School:** Can Play
- **Early Care:** Little Fry's
- **Workplace:** Availa Bank (Small), DLL Finance (Medium), The University of Iowa (Large)
- **Health Care:** Health Trust Physicians Clinic/Madison County Health Care System
- **Youth Power:** Stomp Out Stigma



Large Workplace Award Winner, University of Iowa

2023 Annual Awards are presented by: Wellmark, Iowa Department of Health and Human Services, HealthPartners UnityPoint Health, Holmes Murphy, Iowa Medical Society, and Malvern Bank.

ANNUAL WALK

Iowans in all 99 counties participated in the Healthiest State 13th Annual Walk, presented by Delta Dental of Iowa, by walking for 30 minutes on October 4th. A total of 489 walks were registered statewide by individuals, organizations, and businesses. Thousands of Iowans participated!

MASCOT CHALLENGE WINNER:
Winfield Mt. Union

By beating out 31 other schools in our annual bracket challenge, Winfield Mt. Union is our 2023 champion!

IOWA LEAGUE OF CITIES WALKING CHALLENGE WINNER: Breda

With 48% of their population registered for their walk, Breda repeated as the winner of the Walking Challenge!



Breda's check presentation with Lt. Gov. Adam Gregg

WORKPLACE WELL-BEING CONFERENCE

The 2023 Workplace Wellbeing Conference took place on April 20th. More than 150 lowans attended the event where topics included gratitude and celebration, belonging in the workplace, and employee social and emotional self-care.

Attendees left with actionable lessons to bring back to their workplaces to help support the physical, social, and mental well-being of their coworkers and employees.



Conference attendees got loose over the lunch break with a guided yoga session

5-2-1-0 SUMMIT

The 5-2-1-0 Healthy Choices Count! Summit was held at the FFA Enrichment Center in Ankeny on October 25th. Over 130 lowans gathered to learn how to create healthier environments in schools, early care settings, out-of-school programs, health care clinics and communities.

Through networking opportunities and presentations on topics including wellness initiatives, media violence, and leveraging small moments to transform lives, attendees from across Iowa learned how to make the healthy choice the easy choice.



Summit attendees battled it out in a rock, paper, scissors tournament

2023 INVESTORS & IN-KIND DONORS

BANK OF AMERICA 

broadlawns
MEDICAL CENTER

Clive
Behavioral Health
A UHS and MercyOne Partnership

DELTA DENTAL 

FAREWAY
MEAT & GROCERY



Farmers Mutual Hail
Insurance Company of Iowa

 **HealthPartners**
UnityPoint Health

HyVee
EMPLOYEE OWNED

IOWA STATE UNIVERSITY
Extension and Outreach

 **iowa**
total care™

Lilly

MIDAMERICAN
ENERGY COMPANY

 **MOLINA**
HEALTHCARE

RDg...
PLANNING • DESIGN

The NF
EST. 1983


variety
the children's charity

United Way 
United Way
of Central Iowa

Wellmark 

Investors listed are organizations that have donated more than \$10,000 in 2023 in support of the vision to ensure that every Iowan can live their healthiest life.

lowahealthieststate.com

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

2023 Make It HIGHLIGHTS

America is in the midst of an unprecedented mental health crisis. 1 in 5 adults will experience a mental illness, equivalent to 50 million Americans. An estimated 49.5% of adolescents are living with a mental disorder.

When dealing with such a widespread and often stigmatized topic, it is crucial to increase awareness, share resources, and start conversations to help those that are suffering find the help they need. People who are struggling with their mental health need to know that it is OK to not be OK.

That's where Make It OK comes in. Make It OK is a community campaign to reduce stigma by starting conversations and increasing understanding about mental illness. By distributing resources to workplaces and communities, training ambassadors to bring information to those around them, and by starting conversations, we can begin to lessen the impact of the mental health crisis, and help Iowans that are suffering live their healthiest life.

Thank you for helping us #MakeItOK in Iowa in 2023!



87

Workplaces
registered



32

Ambassadors
trained



2,302

Individuals reached through
presentations



AMBASSADOR PROGRAM UPDATE

As of August 1st, 2023, we relaunched our ambassador program and updated the requirements to better train ambassadors and support Make It OK. Ambassadors will now be certified for 2 years, and will be more involved with the Make It OK program in their role.

MENTAL HEALTH AWARENESS MONTH

Mental Health Awareness Month (MHAM) is celebrated in May every year and is an important month for events, partnerships, and new resources that raise awareness of the importance of mental health. In 2023, Make It OK created amazing new campaigns with local communities and organizations, and reached hundreds of thousands of Iowans via social media, newsletters, magazines, and presentations.



426,000+

Iowans reached



8

presentations held
reaching 582 Iowans



529

Make It OK T-shirts sold
for "Wear Green Day"



\$14,172

raised in May to support ongoing
Make It OK programming

MHAM Around Iowa

- Make It OK PSA's appeared in online news sources across Iowa including the Hamburg Reporter and the Corridor Business Journal. It was also highlighted on a digital billboard in Burlington all month long.
- Make It OK community walks were held in Fort Dodge, Webster City, and Mason City, and each were highlighted in their respective local newspapers to spread the word about mental illness stigma.
- Governor Kim Reynolds declared May as Mental Health Awareness Month in a proclamation signing with the HSI team in attendance.



BACK THE BLACK

The Healthiest State Initiative launched an extension of the Make It OK campaign, called Back the Black on May 1st in celebration of Mental Health Awareness Month. This campaign was created by and for the Black community in Iowa, to help provide community-specific mental health resources and invite Black Iowans to explore them.



Back the Black Committee

From the beginning, it was important to bring the Back the Black campaign to life through the voices and experiences of the community it would represent. Sixteen Black Iowans were asked to join the Back the Black committee, where they collaborated over multiple weeks to bring the Back the Black campaign to life. Committee members include:

- **Anne Harris Carter** - Linn County Public Health
- **Breanne Ward** - ForWard Consulting, LLC
- **Courageous Fire** - Courageous Fire, LLC
- **Daniel Joiner** - UnityPoint Health
- **Katrina Harden Williams** - Community Member
- **Sarah Oyibo** - Studio Delta Designs
- **Corey Lewis** - My City My Health
- **Linda Topinka** - Community Member
- **Jacque Easley McGhee** - Mercy One
- **Sherwin Q. Robinson** - 4\$her Barbershop
- **Ty Daye** - Tranzitions Beauty
- **Shy Turner** - Community Member
- **Latoya Lewis** - Community Member
- **Delaney Dixon** - Community Member
- **Valora James** - Hip Hope, Inc.
- **Latisha Williams** - Community Member



Urban Experience Magazine

The Make It OK Back the Black campaign was highlighted in the May edition of the Urban Experience Magazine. Through circulation and social media promotion, the campaign reached 77,000 people.



Campaign Launch Event

The Back the Black campaign hosted two events - Des Moines and Cedar Rapids - to share the launch of the campaign with the community. Members of the committee invited community members to join for an afternoon to celebrate by dancing, connecting, and learning about the Back the Black campaign. The event served as a welcoming and fun filled way to introduce Back the Black to Iowans.

EVENTS & OUTREACH



Make It OK Night

Des Moines Menace

Make It OK partnered with the Des Moines Menace soccer team to feature branded kits and mental health messages throughout a regular season game.

Fraternity Outreach Presentation

Iowa State University

Make It OK Coordinator, Brianna Sink, brought the Make It OK message to Iowa State Fraternity members during an in person presentation on the Iowa State University campus.



Nature Scavenger Hunt

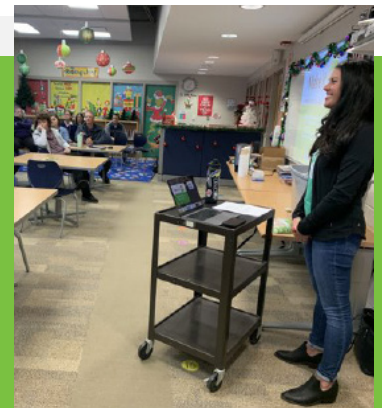
Greater Des Moines Botanical Garden

The Greater Des Moines Botanical Garden featured a Make It OK scavenger hunt hidden among its plants for visitors to enjoy in May. The partnership emphasized the importance of taking a break for your mental health and the impact spending time in nature can have on your wellbeing.

SWITCH

Iowa State University Extension & Outreach

HSI continued its partnership with SWITCH (School Wellness Integration Targeting Child Health), an innovative school wellness initiative, in collaboration with the 4-H Youth Development Program through Iowa State University Extension and Outreach and interdisciplinary Iowa State University faculty departments. Together, we support wellness programs in schools across Iowa in an effort to provide faculty the tools they need to prioritize their mental health.



EVENTS & OUTREACH CONTINUED

On #GivingTuesday,
join me in supporting

Make It OK

IowaHealthiestState.com/givingtuesday
Nov 28, 2023

GIVING
TUESDAY

Giving Tuesday

F&G Annuities & Life, Inc

F&G served as the match donor during the international day of giving, Giving Tuesday. On Giving Tuesday, HSI hit its fundraising goal of \$10,000, and will utilize those funds to create a permanent mural highlighting mental health in Iowa in 2024.

Stop and Smell the Flowers Challenge

Hy-Vee

During Mental Health Awareness Month, Make It OK held the "Stop and Smell the Flowers Challenge", which invited Iowans and organizations across the state to start gardening as a means of practicing mindfulness. Hy-Vee donated 5,000 seed packets that were distributed throughout Iowa to make the challenge possible.



Mental Health Awareness Month

Businessolver

Businessolver served as the presenting sponsor of Mental Health Awareness Month for the Make It OK program. They also worked with HSI to create a video series highlighting the importance of mental health in the workplace, and what employers can do to support their employees well-being.

Local Artist Mental Health Playlist

Greater Des Moines Music Coalition (DMMC)

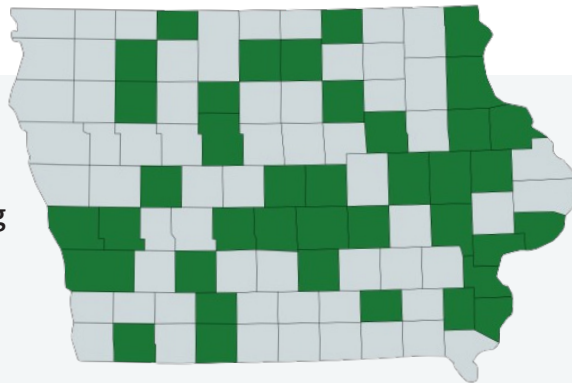
Make It OK partnered with DMMC to share information highlighting the mental health crisis affecting local musicians and resources for support. DMMC created a playlist featuring local musicians for Iowans to enjoy as they engage in physical activity to support their mental health.



THANK YOU!

Since its launch in 2019, Make It OK has worked to eliminate mental health stigma across Iowa. In our nearly 5 years of operation, we have created a statewide network that our entire organization is proud of. This is all possible thanks to the continued support of our sponsors, the participation of individuals statewide, and the passion that Iowans have shown for mental health.

460 registered workplaces reaching
69,212 employees



plus
32 trained ambassadors
to span a total of
40 counties

None of this would be possible without the continued support of our sponsors:



#MakeItOK

iowahealthieststate.com/make-it-ok

2023 HIGHLIGHTS

In Iowa, 1 in 13 people and 1 in 11 children face hunger.* Of the 132,094 households assisted with SNAP, 40.7% of those receiving Supplemental Nutrition Assistance Program (SNAP) benefits have children. The lack of healthy, safe, and affordable foods affects the Iowans' physical, social, and mental well-being. Poor nutrition is the leading cause of diet-related diseases such as obesity, diabetes, and heart disease. Historically, underserved populations and rural communities face more than 3x the rate of food insecurity and increased healthcare costs.

That's where Double Up Food Bucks comes in. Double Up Food Bucks (DUFBI) is a nutrition incentive program designed to increase access to and affordability of fresh fruits and vegetables among SNAP users. Families using SNAP receive \$1 in DUFBI for every \$1 spent on fresh fruits and vegetables with their SNAP EBT card, up to \$10 per day. With DUFBI, families in Iowa may stretch their SNAP dollars further, allowing them to buy more fresh fruits and vegetables.

DUFBI also is a win for local farmers and the Iowa economy. The program encourages participants to visit local markets and grocers, directly helping farmers grow their customer base and increase sales. Double Up Food Bucks are only spent at Iowa-owned grocery stores, farmers' markets, farm stands, and CSAs. By providing nutrition incentives to SNAP users, we support families with limited income to purchase and consume more fruits and vegetables, improve food security and health, and enhance the economic resilience of communities, farmers, and grocers.

Thank you for helping make the work of Double Up Food Bucks possible!

**Statistics according to Feeding America*



713,331

servings of produce
purchased with DUFBI



36

counties with DUFBI
available



\$826,295

worth of economic
impact created

#DoubleUpFoodBucks

iowahealthieststate.com/double-up-food-bucks

DUFB GOES DIGITAL

The Double Up Food Bucks program launched new digital technology to simplify participation for users beginning in the fall of 2023. The program transitioned from single use redeemable paper currency to an online system centered on the new reloadable Double Up Food Bucks Card. The new cards are usable at all participating Double Up Food Bucks locations.

The Double Up Food Bucks card allows SNAP users to spend and save their bucks from one card and removes the risk of losing or destroying paper currency with the goal of simplifying participation and increasing Double Up Food Bucks redemption rates.



2023 BY THE NUMBERS

	2023	PROGRAM TO DATE
Double Up Food Bucks EARNED	\$1,243,709	\$11,177,647
Double Up Food Bucks REDEEMED	\$588,498	\$4,907,773
Individuals BENEFITTED	44,248	369,932
Double Up Food Bucks redeemed at FARMERS MARKETS	\$204,158	\$1,056,716

[#DoubleUpFoodBucks](#)

iowahealthieststate.com/double-up-food-bucks

PRODUCE PRESCRIPTION PROGRAM



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 & financial incentives to purchase fresh fruits and vegetables.

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



In 2023, thanks to a United States Department of Agriculture Gus Schumacher Nutrition Insecurity Program grant, five new clinics, located in Atlantic, Burlington, Fort Dodge, Mason City, and Waterloo joined the program, opening the door for more individuals and their families to utilize the program to better their health.



373

individuals impacted
(82 households participated)



260

total patients visits



\$41,000

redeemed for fresh produce

THANK YOU!

The combined efforts of our healthy incentives programs work to address the issues of food insecurity, nutrition insecurity, and diet-related chronic health conditions such as diabetes and obesity in communities across Iowa. Our progress is possible thanks to the support of our sponsors, participation of individuals statewide, and the hard work of our partners that bring these programs to life.

None of this would be possible without the continued support of our donors and sponsors:

DOUBLE UP FOOD BUCKS

DoubleUpIowa.org



PRODUCE PRESCRIPTION PROGRAM

IowaHealthiestState.com/produce-rx



THE UNITED STATES CONFERENCE OF MAYORS



This work is supported by Gus Schumacher Nutrition Incentive Program grant no. 2021-70030-35920/project accession no. 1027399 from the USDA National Institute of Food and Agriculture.

5-2-1-0 HEALTHY CHOICES COUNT!

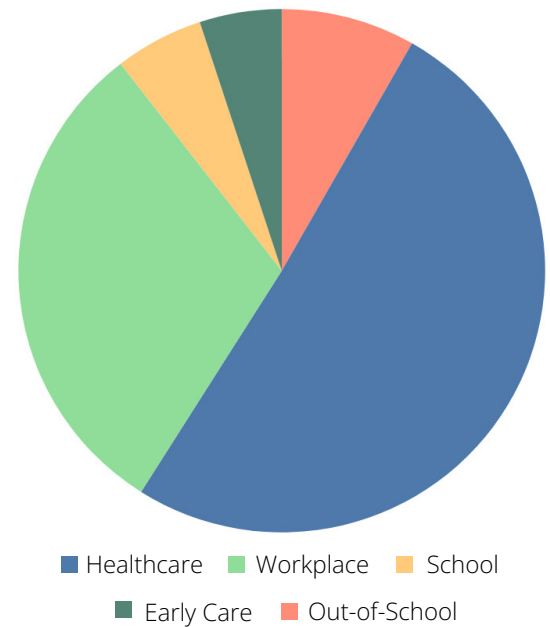


5-2-1-0 Healthy Choices Count! is a national recognized and evidenced-based prevention framework to promote healthy habits. The goal is to increase physical activity and healthy eating through policy and environmental change.

5-2-1-0 SITE BREAKDOWN

Category	# of people impacted	# of Sites
Healthcare	200,000	90
Workplace	123,169	196
School	74,158	116
Early Care	13,224	319
Out of School	12,234	39

People impacted at each category of 5-2-1-0 Site



422,785 Iowans were impacted at 760 5-2-1-0 Registered Sites, including schools, early care, health care, out-of-school programs and workplaces.

5-2-1-0 Healthy Choices Count! provides resources like activity sheets, toolkits, monthly features and more to help energize and inspire the children and adults of Iowa to make healthy choices in their lives.

By partnering with early care, schools, healthcare providers, workplaces and community organizations, we support healthy living in the places where Iowans live, learn, work and play.

HEALTHIEST STATE MONTH

Governor Reynolds proclaimed October as Healthiest State Month. Each week was focused on a different 5-2-1-0 habit, with new resources and ways to celebrate:

- **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!

THANK YOU!

The involvement of the 5-2-1-0 Healthy Choices Count! program in schools, workplaces, communities, and health care sites across the state provides a foundation for healthy habits for all Iowans involved. Without the support of our sponsors and partners below, our work to create a healthier future for Iowa would not be possible.



TAKE ACTION WITH HSI IN 2024

The Iowa Healthiest State Initiative team has amazing new partnerships and plans coming in 2024 to improve the physical, social, and emotional well-being of Iowans.

To learn more about the Iowa Healthiest State Initiative and to join us in ensuring all Iowans can live their healthiest life, visit www.iowahealthieststate.com/take-action.

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