

Food & Fitness E-News, Vol. 1, #7

July 23, 2007

This electronic newsletter about the NE IA Food & Fitness Initiative will be sent to team members and other interested parties. It is intended to provide current information to its readers. Let us know of topics you would like addressed. Items may be submitted to wiemer@iastate.edu.

Archived editions: www.extension.iastate.edu/allamakee/info/Coalition+resources.htm

IN THIS EDITION:

Initiative Information

- Regional Planning Team Meeting

Local Food System Articles

- Insidious Consumption: Surprising Factors That Influence What We Eat and How Much (USDA)

Wellness Policy Articles

- Lt. Governor Judge Announces Locations For Wellness Town Hall Meetings
- How July 1 HIPAA Changes Affect Your Wellness Program
- Workplace Wellness: "Success at Any Level"

Upcoming Events

- Local Food at the Fayette County Fair

Regional Planning Team Meeting

The Regional Planning team is scheduled to meet on Tuesday, July 24th, 2:00 pm – 4:00 pm at the Winneshiek Medical Center Conference Room, lower level. Their listserve is ffregionalteam@iastate.edu.

Insidious Consumption: Surprising Factors That Influence What We Eat and How Much (USDA)

A 2005 survey by the International Food Information Council found that at least 89 percent of American adults sampled indicated that they believe diet, exercise, and physical activity influence health. These beliefs are reflected in the popularity of books, magazines, and weight-loss programs offering dietary and health advice.

Recent consumption statistics, however, show that many of us are still choosing diets that are out of sync with dietary guidance. Many Americans eat too much sodium, saturated fat, and added sugar yet too few fruit, vegetables, and whole grains. And the prevalence of obesity and diet-related illnesses continues to rise. Although we may intend to have a healthy diet, other preferences often beguile us into food choices that may eventually harm our health.

To explain this growing pattern of insidious consumption, economists are increasingly turning to behavioral economics—a burgeoning field within the dismal science. Findings from behavioral studies point to a broader set of factors that help determine food choices. These findings also provide an opportunity to begin thinking of new ways to encourage consumers to choose diets better aligned with their own goals for future health. Full article at:

<http://www.ers.usda.gov/AmberWaves/June07/PDF/Insidious.pdf>

Lt. Governor Judge Announces Locations For Wellness Town Hall Meetings

Lt. Governor Patty Judge announced the dates, locations, and times of town hall meetings designed to promote wellness and healthy living. Led by her Commission on Wellness and Healthy Living, these meetings are designed to begin a conversation across the state centered on new and innovative ways to improve the health of Iowans.

“We must begin to discuss new and innovative ways to increase wellness,” said Lt. Governor Judge. “By doing so, we will be able to increase the health of Iowans and give everyone a healthier outlook for the future—from the youngest child to the oldest senior. I hope to see as many Iowans as possible during these events, and I encourage everyone to join with us as we begin this conversation.”

Lt. Governor Judge announced last month the creation of this commission, comprised of five members – one for each congressional district. It is chaired by Dr. Selden Spencer (4th District) and also includes Sen. Maggie Tinsman (1st District), school nurse leader Sharon Yearous (2nd District), county public health director Kim Dorn (3rd District) and businessman Art Silva (5th District).

Ideas discussed at these meetings will be recorded by officials from the Iowa Department of Public Health. These ideas will then be used as the Culver/Judge Administration formulates new policy initiatives for the 2008 Legislative Session.

Lt. Governor Judge plans to attend at least one event in each congressional district. Below is the list of dates, times, and locations for the meetings in eastern Iowa.

Monday, August 6th – Cedar Rapids (*)

Mercy Medical Center
Hallagan Education Room
701 10th Street, SE
Cedar Rapids, IA
5:00 p.m. – 7:00 p.m.

Tuesday, August 7th – Cedar Falls (*)

Davis Hall at the Gallagher Bluedorn Performing Arts Center
University of Northern Iowa
Cedar Falls, IA
2:00 p.m. – 4:00 p.m.

How July 1 HIPAA Changes Affect Your Wellness Program

It’s obvious the government loves workplace wellness programs. That’s why the Health Insurance Portability and Accountability Act (HIPAA) has exceptions that allow them. But those exceptions have just changed. Here’s how:

http://hrdailyadvisor.blr.com/archive/2007/07/16/workplace_wellness_programs_legal_requirements_HIPAA_ADA_changes_July_1.aspx

Workplace Wellness: “Success at Any Level”

According to one columnist, you really can’t fail in creating a workplace wellness program. Here’s a tool to help you do it.

http://hrdailyadvisor.blr.com/archive/2007/07/17/starting_workplace_wellness_fitness_programs_reducing_healthcare_costs.aspx

Upcoming Events: <http://www.extension.iastate.edu/allamakee/info/events.htm>

Check out the Fayette County Fair in West Union this week (July 24-28). Local food is being served in the 4-H Foodstand! (Submitted by Vince and Stephanie Spain)