PROGRESS REPORT: Making Iowa the Healthiest State

Objectives
1. Link to current Healthiest State/HyVee Initiatives (community gardens, State Fair Fare) during Summer 2012.
2. Engage HyVee in staff professional development (home food preservation for HyVee RDs and food safety for HyVee deli and food demonstration staff) throughout the initiative.
3. Collaborate with HyVee on a pilot project to explore the impact of two educational marketing methods on consumer purchasing behaviors Fall 2013 – Fall 2014.

Funding Awarded $222,515

Funds Expended to Date $21,266.78

Outcomes/Impact to Date

Objective 1
• State Fair Food Finder app developed in collaboration with the Des Moines Register.
• App metrics
  o 11,530 app downloads
  o 11,941 unique users
  o 86,621 nutrition information views
  o 85,088 mapped food venues
  o 15,228 viewed healthy food options
• Provided promotion/marketing information for HyVee to recruit staff for Master Gardener training (50 scholarships @ $150 available)

Objective 2
• Provided promotion/marketing information for HyVee to recruit Registered Dietitians (RDs) to participate in Preserve the Taste of Summer (PTTS) training
  o PTTS registrations
    34 HyVee RDs participating in online training
    14 Iowa HyVee RDs
    20 out-of-state HyVee RDs
    3 Iowa HyVee RDs enrolled as PTTS collaborators
• Food Safety Education with HyVee: Discussions with Chuck Seaman, AVP Compliance and Food Safety for HyVee, focused on educational/training material development with
  o Local foods sold within the HyVee Stores
  o Procedures and Best Practices for HyVee Community gardens
  o Education on prepared ready-to-eat foods employees.

Objective 3
Team met with HyVee representatives (Helen Eddy, Julie McMillin, Rochelle Gilman) 11/19/12 to discuss pilot project
• Discussed and agreed upon study design: 3 control, 3 technology intervention, 3 traditional intervention sites which each include
  o 1 blue zone community
  o 1 store with RD
  o 1 store without RD
Discussed technology options
  o Mobile website
  o QR codes
  o Video segments
  o Unit pricing calculator
  o Exercise to burn calories calculator

Curriculum topics – MyPlate/Dietary Guidelines messages
  o Whole grains
  o Fruits/veggies
  o Lean proteins
  o Label reading/unit pricing

Next Steps
Objective 1
  • Collaboration with the Des Moines Register on the State Fair Food Finder to continue with 2013 State Fair
  • HyVee promoting/marketing spring 2013 Master Gardener training to staff (50 scholarships @ $150 available)

Objective 2
  • HyVee considering team approach to Master Gardener and PTTS professional development opportunities.
    o HyVee garden center manager and store RD team up to receive professional development opportunities.
    o Team approach would provide essential expertise from farm to fork in these local communities.
  • Food safety with HyVee
    o Meet with the head of HyVee’s training curriculum spring/summer 2013 to develop a plan for specific items that need to be developed.
    o Along with the development of the material, there will be a need for guidance documents for management to ensure they are equipped with the appropriate food safety knowledge. This may include attending one of ISU EO On farm food safety teams Good Agricultural Practices workshops provided throughout the state.

Objective 3
Pilot Project Timeline
  • Spring/Fall 2013 – curriculum development
  • Summer/Fall 2013 – technology component development
  • Spring 2014 - implementation