Join The Team

We've seen our obesity rate in Iowa skyrocket from 16.2% to 28.1% in the past 15 years [1], so that ours is now the 20th most obese state in the nation. Obesity is linked to risk factors for heart disease, cancer, and stroke—the top three causes of death—as well as Type II diabetes, gout, asthma, hypertension, sleep apnea, and many other health problems [2].

Enter Live Healthy Iowa's 100-Day Wellness Challenge, which kicked off January 23 [3]. Nicole Bruce, Health Initiatives Director at Live Healthy Iowa in Ames, says, "Our big-picture goal is to provide Iowans tools and resources to make long-term life changes in a simple and affordable way." Live Healthy Iowa will help us track both weight loss and physical activity on a web-based dashboard. Most participants are joining workplace teams of 2-10 members. Bruce points out that many small businesses do not have a wellness coordinator or a budget for health promotion, but "Live Healthy Iowa allows them to take an existing program, drop it in, run with it, and not have to spend a lot of time or put a lot of money to administer it."

Participants receive a T-shirt, as well as access to the tools only available on Live Healthy's private website, like videos, a food journal, tracking tools, and an event calendar. It's not too late to join - registration is open through February 29 [4], so join today!

2 - www.idph.state.ia.us/brfss
3 - Live Healthy IOWA - www.livehealthyiowa.org/aspx/Public/Page.aspx?pid=1
4 - Live Healthy IOWA (sign up) - www.livehealthyiowa.org/aspx/public/signup.aspx

UI Healthworks is a member of the WORKSAFE IOWA Occupational Medicine Associate Network, the only university-affiliated network of occupational health providers. WORKSAFE IOWA is an outreach program of the Department of Occupational and Environmental Health in the College of Public Health at the University of Iowa (www.public-health.uiowa.edu/worksafe).