

Iowans Fit for Life
ACTIVE AND EATING SMART



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Poll

- What is your favorite place to be active?
 - ▣ Gym
 - ▣ Park
 - ▣ Backyard
 - ▣ In my community
 - ▣ Complex tunnels
 - ▣ Trail
 - ▣ Greenbelt
 - ▣ On the water
 - ▣ Other

The Great Iowa Outdoors

- The benefits of being active
- Walking, biking and trails
- Why to get outdoors
- DNR tools and resources



Why be active?

- Lose weight
- Lower cholesterol
- Strengthen your heart
- Boost energy levels and reduce stress
- Reduce the likelihood of serious health problems down the road



How much?

- 2008 Physical Activity Guidelines for Americans
 - Adults should do 2 hours and 30 minutes a week of moderate-intensity
 - Activity should be performed in episodes of at least 10 minutes, preferably spread throughout the week.
 - 10,000 steps
 - Take it one step at a time

Walking, biking and lowa trails



Walking and Biking Outdoors

- Google Maps
 - ▣ www.maps.google.com
 - ▣ Pedestrian routes
 - ▣ Bicycle Routes



In Your Neighborhood

- Walk Score

- <http://www.walkscore.com/>



Where to go

- Trails

- Department of Transportation

- www.iowadot.gov/iowabikes

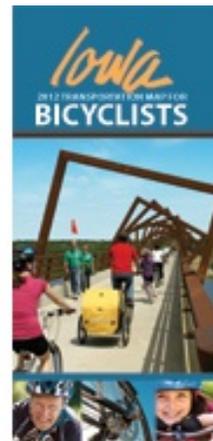
- Iowa Natural Heritage Foundation

- <http://www.inhf.org/iowa-trails.cfm>

- Your local area

- DNR Water Trails

- <http://www.iowadnr.gov/Recreation/CanoeingKayaking/WaterTrails.aspx>





DNR Tools and Resources

The image shows a rectangular frame with a thin black border. Inside the frame, there is a horizontal bar that is split into two colors: orange on the left and teal on the right. The text "DNR Tools and Resources" is written in white on the teal portion of the bar. The rest of the frame is filled with light gray horizontal lines, suggesting a list or a table of contents.



Healthy Iowa It's in Our Nature

Take it Outside 
IOWA DEPARTMENT OF NATURAL RESOURCES

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Chief, Iowa State Parks

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The Connection Between Public Health and the Outdoors



What Can “The Outdoors” Do?

- Provide a wide variety of physical activity with various levels of physical challenges



What Can “The Outdoors” Do?

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- Engage all senses and reduce stress



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- Provide wholesome child development through unstructured, exploratory, imaginative play



What Can “The Outdoors” Do?

- Provide a wide variety of physical activity with various levels of physical challenges
- Engage all senses and reduce stress
- Be therapeutic for patients
- Provide wholesome child development through unstructured, exploratory, imaginative play
- Reduce symptoms of attention deficit hyperactivity disorder in children (2004 study APHA American Journal of Public Health)



Why Do Adults Participate in Outdoor Activities?

2004 Survey – Outdoor Industry Foundation

- 79% of participants state they are proactively taking charge of their health
- 63% of participants like activities that are physically challenging
- 50% of participants in outdoor activities state those activities are the main way they get their exercise

Other Reasons Adults Enjoy Outdoor Activities

- Feeling of accomplishment after participating
- Natural setting reduces stress by escaping everyday life pressures
- Strengthens family's relationships to one another
- Feeling young again
- Connect with oneself
- Want their children to experience more outdoor recreational activities

Why do Youth Choose Outdoor Activities?

6-12 years of age

- It's fun
- I enjoy discovering & exploration
- I like new experiences
- Great way to exercise

13-18 years of age

- It's fun
- It's relaxing
- I get away from my usual routine
- Great way to exercise



Gateway Outdoor Activities



Who Introduces People to Outdoor Activities?



Friends and Families







Iowa State Parks

Take it Outside 
IOWA DEPARTMENT OF NATURAL RESOURCES

How many days a year do you visit a park or greenbelt?

- a) 1-5 times
- b) 6-10 times
- c) 11-20 times
- d) 21-50 times
- e) 51+ times
- f) Never





Parks and Public Land Use

- **Trails**
 - Hiking
 - Walking/Rollerblading



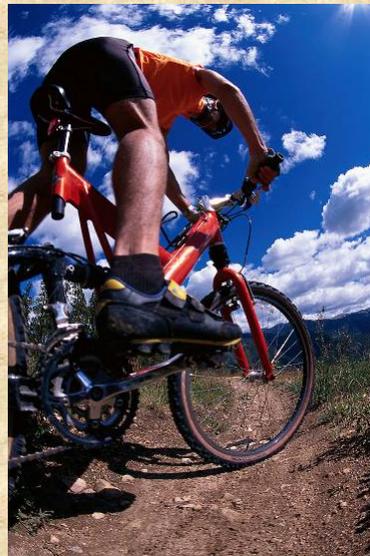
Parks and Public Land Use

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 - Biking



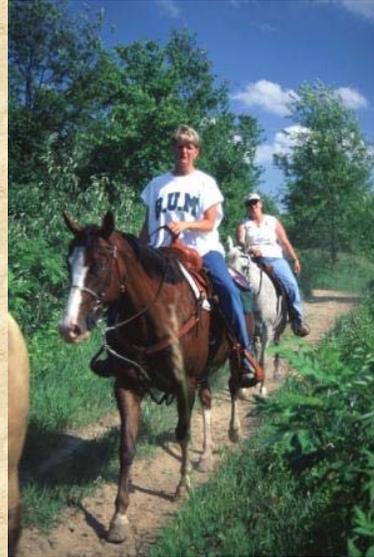
Parks and Public Land Use

- **Trails**
 - Hiking
 - Walking/Rollerblading
 - Biking
 - Mountain Biking



Parks and Public Land Use

- **Trails**
 - Hiking
 - Walking/Rollerblading
 - Biking
 - Mountain Biking
 - Equestrian Riding



Parks and Public Land Use

- **Trails**
 - Hiking
 - Walking/Rollerblading
 - Biking
 - Mountain Biking
 - Equestrian Riding
 - Snowmobiling



Parks and Public Land Use

- **Trails**
 - Hiking
 - Walking/Rollerblading
 - Biking
 - Mountain Biking
 - Equestrian Riding
 - Snowmobiling
 - Cross Country Skiing



Traditional “Nature-based” Activities

- **Camping**



Traditional “Nature-based” Activities

- Camping
- Fishing



Traditional “Nature-based” Activities

- Camping
- Fishing
- Hunting



Traditional “Nature-based” Activities

- Camping
- Fishing
- Hunting
- Boating/Canoeing



Traditional “Nature-based” Activities

- Camping
- Fishing
- Hunting
- Boating/Canoeing
- Swimming



Traditional “Nature-based” Activities

- Camping
- Fishing
- Hunting
- Boating/Canoeing
- Swimming
- Beach Fun



Traditional “Nature-based” Activities

- Camping
- Fishing
- Hunting
- Boating/Canoeing
- Swimming
- Beach Fun
- Picnicking



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing
- Disc Golf



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing
- Disc Golf
- Wind Surfing



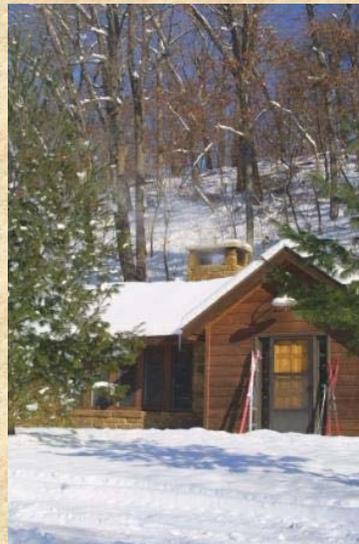
Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing
- Disc Golf
- Wind Surfing
- Triathlons/Endurance Races



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing
- Disc Golf
- Wind Surfing
- Triathlons/Endurance Races
- Cabin Rentals



Non-traditional Or Enhanced Nature-based Activities

- Geocaching/Earthcaching
- Rock Climbing
- Disc Golf
- Wind Surfing
- Triathlons/Endurance Races
- Cabin Rentals
- Honey Creek Resort



Iowa's City Parks and Greenbelts



Iowa's County Parks



Red Rock Lake

Rathbun Lake



What is your favorite physical activity in the outdoors?

- | | |
|---|-------------------------|
| a) Hiking | k) Cross Country Skiing |
| b) Walking | l) Kayaking/Canoeing |
| c) Biking (hard surface) | m) Hunting/Trapping |
| d) Mountain Biking | n) Sailing |
| e) Fishing | o) Shooting Sports |
| f) Power Boating | p) Wildlife Watching |
| g) Swimming | q) Geocaching |
| h) Running/Jogging | r) Snowmobiling |
| i) Camping | s) Rock Climbing |
| j) Organized Sports
(softball, soccer, football, etc.) | t) Horseback Riding |

Top Challenges to Get People Outdoors

- Too busy/not enough time
- Costs associated with gear and equipment
- Disinterest among adults/parents
- Lack of knowledge (how to start, where to go, what to do)
- Lack of nearby parks and recreation areas
- Concerns of safety while participating
- Costs associated with access/entry/club fees

Keeping the “Outdoors” in Mind....

- **Community Wellness Programs – incorporate the outdoors in programming efforts**
 - Staycations – Honey Creek Resort
 - Outdoor camps/day trips – Springbrook, local areas
 - Presenters – county naturalists, local DNR staff
 - Gardening – “It’s Gro Time” – Miracle Gro Garden Campaign
 - Live Healthy Iowa – OUTDOORS

- **Schools – Outdoor classrooms, bringing nature to classrooms**
- **Trails, trails, trails – connecting neighborhoods, greenspaces, and communities**
- **Cross market and partnering health and outdoor opportunities**

• Schools – On nature to cla

• Trails, trails, neighborhood communities

• Cross market outdoor opp

bringing

g and

health and

I love hiking

AND WITH A HEALTHY HEART, I CAN BLAZE A FEW TRAILS OF MY OWN.

We all have passions. At Iowa Heart Center, our passion is ensuring that you have the time and energy to pursue your life's passions to the fullest. That's why, as one of the nation's largest cardiology practices, we hire board-certified cardiologists and participate in leading research studies. It's why we invest in the latest technology. And it's why we spend the extra time to ensure all your cardiologic are answered.

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Creating Healthy Wholesome Places

- Promote dialogue among people from different ethnic cultures
- Promote dialogue among individuals who work separately and speak different professional languages
 - Doctors
 - Landscape architects
 - Public health professionals
 - Park and recreation professionals
 - Hunters/anglers
 - Advocacy groups (elderly, disabled, minority, recreation groups, etc.)
 - Residential developers
 - Environmentalists
 - City Planners
 - The list goes on and on.....

Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul.

-- John Muir

