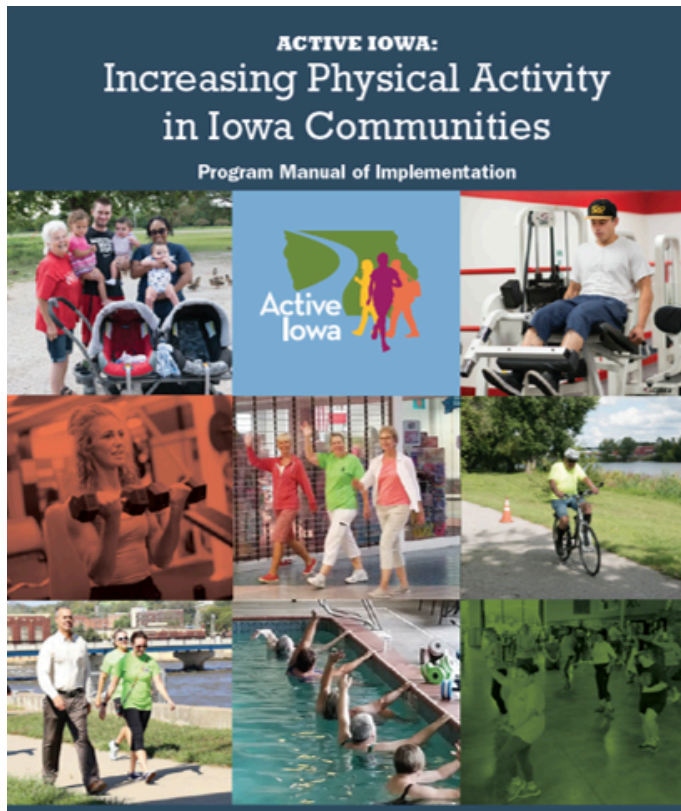


Active Iowa is an evidence-informed intervention that promotes physical activity among adults in rural and micropolitan communities.



The Active Iowa package of materials includes the:

- Manual of implementation
- COVID-19 and virtual physical activity addendums
- A video series of supplemental trainings about the principals of the intervention and practical advice to implementers
- Templates for training the Physical Activity Leaders
- Templates and flyers for marketing and evaluation of the intervention
- Social media toolkit and graphics to help promote the intervention

Potential implementers can be anyone in the community who is interested in promoting physical activity including public health workers, librarians, parks and recreation staff, YMCA or YWCA staff, church leaders, or other leaders who want to champion this intervention.



Use the QR code to access the Active Iowa materials.

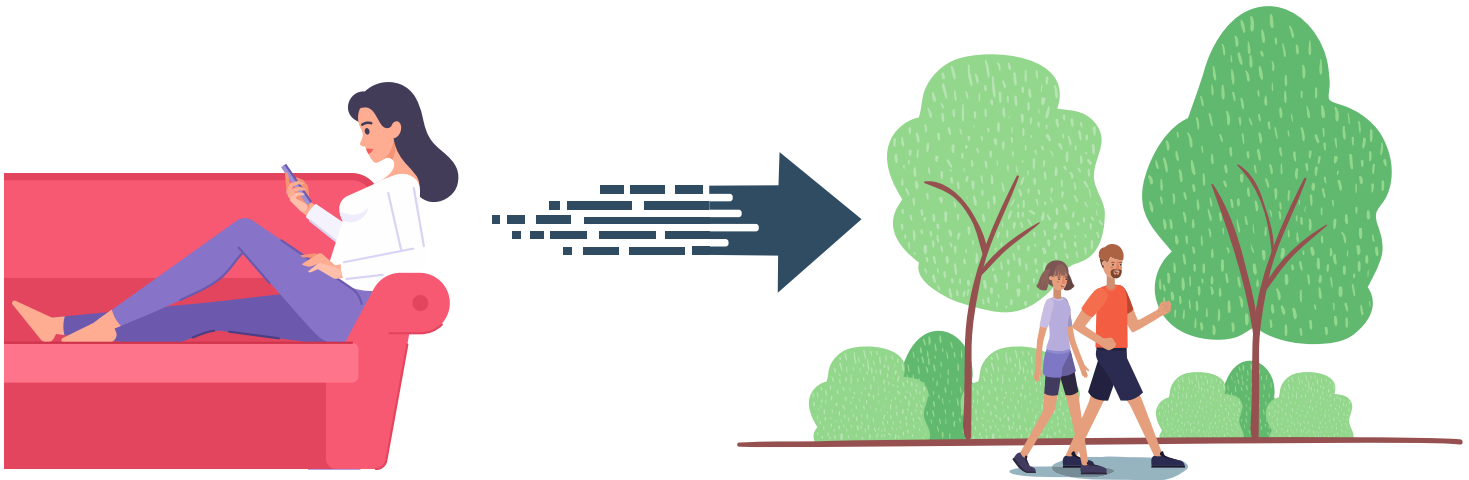
Contact the University of Iowa Prevention Research Center for Rural Health at UI-PRC@uiowa.edu with questions.

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The University of Iowa Prevention Research Center for Rural Health worked with the community of Ottumwa in a pilot program called **Active Ottumwa**.

To evaluate Active Ottumwa, we measured the activity levels of a randomly selected group of 142 people from Ottumwa at baseline before we started the project and at 12 and 24 months after the project started.



We found a significant change from ‘sedentary activity’ at baseline to ‘light activity’ such as walking at 24 months following the start of Active Ottumwa. These results demonstrate that Active Ottumwa successfully encouraged participation in ‘light activity’ at the community level.

ACTIVE OTTUMWA PODCAST



Want to learn more about Active Ottumwa? Listen to the 10 part podcast: “A Community on the Move: The Story of Active Ottumwa.”

In this podcast, we hear from the researchers, the community leaders who supported the program, the activity leaders who lead physical activity opportunities, and the participants of the program. This series is available on both iTunes and Spotify.