

a healthy conversation

‘Start Somewhere’ with one-kilometer walk on October 7

Statewide walk kicks off Iowa Healthiest State Initiative

From Wellmark Blue Cross and Blue Shield

Staying fit doesn't have to be difficult.

That's the message behind the Start Somewhere Walk- a statewide one-kilometer walk that will kick off the Iowa Healthiest State Initiative.

The walk will be held on Friday, October 7, at noon, at locations around the state.

Communities, schools, businesses, neighborhoods and other groups are encouraged to show their support for the Healthiest State Initiative by participating in the walk. Iowans can participate in the walk wherever they are – home, work, school, church – and commit to making Iowa the healthiest state in the nation by “starting somewhere.”

Walking is an easy way to incorporate natural move-

ment into your daily routine. A brisk walk after dinner, a stroll through the park, or even walking the dog are all great ways to get your blood pumping and improve your overall health and well-being.

One kilometer is also not as far as you might think. One kilometer is equal to:

- Six-tenths of a mile
- 7.5 blocks
- Or a 12-minute stroll for the average person walking at a normal speed

Walking one kilometer is not enough to change the health of our state, of course. But it is a symbolic first step on our journey.

The Healthiest State Initiative is a privately-led public initiative focused on making Iowa the healthiest state in the nation by 2016. The Gallup-

Healthways Well-Being Index® will be used to measure Iowans' progress. The index tracks six areas, or “domains,” that comprise our well-being. The areas include life evaluation, emotional health, physical health, healthy behavior, work environment and basic access.

Iowa ranked as the 19th healthiest state in 2010.

Visit www.IowaHealthiest-State.com for more information on the Start Somewhere Walk, including how to pledge, how find a walk in your community, or how to organize your own event.

For more information on health and health insurance, call the Wellmark Blue Cross and Blue Shield Personal Health Assistant 24/7 at 1-800-724-9122, or visit www.wellmark.com.

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