

## Healthy Iowans 2010 Leading Indicators



*Healthy Iowans 2010*, Iowa's master plan for health, drew on the expertise and experience of hundreds of Iowans who reviewed data from many sources before setting goals and action steps. Published in January 2000, *Healthy Iowans 2010* is a companion to *Healthy People 2010*, the federal plan aimed at preventing disease and promoting health. Both plans drive funding.

In July 2005, a midcourse revision was published and was a product of about 425 people from public, private, and non-profit entities. There are 25 chapters, a team for each chapter, 217 goals, and more than 430 action steps. To reach the goals, teams crafted specific action steps to be taken with a time line for each step and an organization responsible for the action. Each year, the organizations that agreed to take action that year are asked to report progress. A tracking system, an integral part of implementation, assures accountability.

New to the updated plan are chapters on vision and on emergency preparedness and response, a glossary of acronyms, and goal cross references at the end of each chapter. Each chapter is introduced with a progress report on what *Healthy Iowans 2010* steps have been taken and goals achieved during the first part of the decade. Special attention in each chapter is paid to the Olmstead decision, a US Supreme Court decision requiring (1) Government services to be delivered in a way that avoids discrimination against people with disabilities and (2) States to administer programs, services, and activities in the most integrated setting appropriate to the needs of qualified people with disabilities.

What continues is the idea that when stakeholders decide on disease prevention and health promotion strategies and agree to work together on them, all Iowans benefit. In making those decisions, the teams analyzed relevant data. A database has been published on the Iowa Department of Public Health Web site: [www.idph.state.ia.us](http://www.idph.state.ia.us).

The following pages contain many of the goals based on mortality data analysis. We report the baseline value as stated in the midcourse revision, the most current level of the indicator, and the 2010 target level. For 13 of the 16 goals, the most current levels indicate progress is being made toward reaching the 2010 target level. For motor vehicle fatalities, the 2010 goal has already been surpassed given the current level rate.

## Healthy Iowans 2010 Mortality Goals

Mortality Goals (Chapter-Section)	Goal Statement	Baseline rate <sup>1</sup> (year)	2002-2004	2004-2006	Midcourse Revision 2010 Goal <sup>1</sup>
<b>Cancer</b> <b>Lung cancer (2-4)</b>	Reduce lung cancer deaths to a rate of no more than 46.0 per 100,000	54.1 (1994-1996)	52.3	52.3	46.0
<b>Breast cancer (2-5)</b>	Reduce female breast cancer deaths to a rate of no more than 19.0 per 100,000 females	29.0 (1994-1996)	23.3	22.0	19.0
<b>Cervical cancer (2-6)</b>	Reduce cervical cancer deaths to a rate of no more than 1.9 per 100,000 females	2.6 (1994-1996)	2.4	2.1	1.9
<b>Colorectal cancer (2-7)</b>	Reduce colorectal cancer deaths to a rate of no more than 15.5 per 100,000	23.2 (1994-1996)	19.4	18.3	15.5
<b>Oral cavity cancer (2-8)</b>	Reduce oral cavity and pharyngeal cancer deaths to a rate of no more than 1.8 per 100,000	2.6 (1994-1996)	2.4	2.6	1.8
<b>Prostate cancer (2-9)</b>	Reduce prostate cancer deaths to a rate of no more than 26.0 per 100,000	36.0 (1994-1996)	27.7	24.8	26.0
<b>Skin melanoma (2-10)</b>	Reduce skin melanoma ( <u>malignant cancer</u> ) deaths to a rate of no more than 1.9 per 100,000	2.5 (1994-1996)	2.3	2.6	1.9

<sup>1</sup>Age-adjusted Rates per 100,000 population

Source: State Health Registry of Iowa

## Healthy Iowans 2010 Mortality Goals (continued)

Mortality Goals (Chapter-Section)	Goal Statement	Baseline rate (year)	2005	2007	Midcourse Revision 2010 Goal
<b><u>Diabetes</u></b> <b>Diabetes (3-4)</b>	Decrease death and disability with diabetes as the primary cause to 16.0 per 100,000 people in 2010 (480 per year)	24.8 <sup>1</sup> (2002)	24.3 <sup>1</sup>	25.7 <sup>1</sup>	16.0 <sup>1</sup>
<b><u>Heart Disease and Stroke</u></b> <b>Coronary heart disease (9-1)</b>	Reduce by 13% heart disease deaths among all Iowans	266.0 <sup>1</sup> (2003)	250.4 <sup>1</sup>	229.4 <sup>1</sup>	232.0 <sup>1</sup>
<b>Stroke (9-2)</b>	Reduce by 16% stroke deaths among all Iowans	70.4 <sup>1</sup> (2003)	64.0 <sup>1</sup>	56.5 <sup>1</sup>	59.0 <sup>1</sup>
<b><u>Maternal, Infant, and Child Health</u></b> <b>Infant (11-1)</b>	Reduce the overall infant mortality rate to no more than 5 per 1,000 live births	6.0 <sup>2</sup> (1998)	5.3 <sup>2</sup>	4.6 <sup>2</sup>	5.0 <sup>2</sup>
<b>Perinatal mortality (11-8)</b>	Reduce the overall perinatal mortality rate to no more than 7.1 per 1,000 live births plus fetal deaths	8.4 <sup>2</sup> (2002)	8.7 <sup>2</sup>	8.1 <sup>2</sup>	7.1 <sup>2</sup>
<b><u>Unintentional Injuries</u></b> <b>Falls (22-2)</b>	Reduce deaths from falls and fall-related injuries to no more than 2.3 per 100,000 people	11.5 <sup>1</sup> (1997)	10.6 <sup>1</sup>	11.9 <sup>1</sup>	2.3 <sup>1</sup>
<b><u>Unintentional Injuries</u></b> <b>Poisoning (22-8)</b>	Reduce deaths in Iowa caused by unintentional poisoning to 1.0 per 100,000 people (30 per year).	1.9 <sup>1</sup> (2001)	3.5 <sup>1</sup>	4.8 <sup>1</sup>	1.0 <sup>1</sup>
<b>Fire (22-9)</b>	Reduce Iowa's fire death rate to less than one per 100,000 people	1.7 <sup>1</sup> (1990-1999)	1.1 <sup>1</sup>	0.8 <sup>1</sup>	< 1.0 <sup>1</sup>
<b>Motor vehicle crashes (22-10)</b>	Reduce deaths by motor vehicle crashes to no more than 5.6 per 100,000 people in children aged 14 and younger	6.3 <sup>1</sup> (1994)	4.3 <sup>1</sup>	4.6 <sup>1</sup>	5.6 <sup>1</sup>

<sup>1</sup>Crude Rates per 100,000 population<sup>2</sup>Crude Rates per 1,000 live births

Source: Iowa Department of Public Health, Vital Statistics

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