

OUR MISSION

“Connecting young Iowans, and those who care for them, with the resources they need to live free of drugs, alcohol, nicotine, substance abuse and other high risk behaviors.”

HISTORY

Our team has a rich history of participation by Iowa’s prominent leaders in business, education, media, health care, public safety, governance and the faith community. We are nonpartisan, and dedicated to the health, welfare and safety of our children. Some of our founders, like Senator Charles Grassley, Ann & Al Jennings, Ralph Brown, and Jim Erickson are working with new generations of leaders from the Partnership for a Healthy Iowa, with Peter Komendowski and Dr. Douglas Gentile leading the effort. Other leaders include: **Iowa State University, Mayo Clinic Health Systems**, Iowa National Guard, Iowa Department of Public Health, Iowa Behavioral Health Association, Iowa State Education Association, Iowa Association of Business & Industry and many more.

Support comes in many forms. We consider all donations to fund our program generous. Recent support from Nix Lauridsen, Chairman of LGI in Ankeny has provided enormous strength.

In 1996 we began by creating a “Blueprint for Healthy Communities.” This is the most comprehensive overview of Iowa’s community needs and the strategies necessary to build capacity for community health improvement. When Iowans need help to face the risks children are exposed to they can turn to us and we will address the problems with solutions.

THE PROGRAM

Today, as a privately funded public/private partnership, we can proudly say our many programs have touched thousands of Iowa children and their caregivers.

You may have heard of one or more of our programs: Take 5 Iowa, How to be a Better Parent, The Power of Grandparents, Creating a Drug-Free Workplace, Speak Out 4 Kids, and The Iowa Digital Literacy Project. Your children or grandchildren may have participated in one of our middle and high school presentations. You may have seen our public service announcements or our TV show “Surviving Bad.” You may have heard of us as the Face It Together Coalition, The Partnership for a Drug Free Iowa, or more recently as **The Partnership for A Healthy Iowa (PHI)**.

In fact, we are regarded as experts in youth high risk behavior by the media, speak to public and private organizations throughout Iowa, regularly visit communities throughout Iowa to help build local capacity for youth health improvement, and conduct regional meetings as part of our “Iowa Caring Communities Tour.”



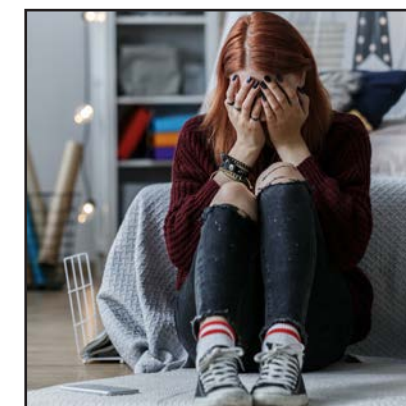
THE CHALLENGE

The threats our children face are more complex than ever and there is an urgent need to expand the capacity of The Partnership to meet the growing needs of Iowa youth.

Between 7th and 12th grade, according to the Iowa Youth Survey, we see a dramatic negative shift in Iowa youths’ attitude toward drug use, access to dangerous substances, and engagement in high risk behaviors by Iowa children and teens.

It is acknowledged that we have a huge drug reliance, dependence, and abuse problem in the United States and Iowa, most recently evidenced by the opioid drug and heroin fatalities in what has been referred to as “the worst man-made epidemic in history.” Our research shows the problem is concurrent with and correlates to increased media use, excessive media time (54+ hours per week for the average American teenager), and a lack of critical thinking skills necessary to manage a largely unregulated and often predatory social media landscape.

In addition to dangers of substance abuse, research supports the correlation of excessive media use with bullying, negative self-image issues, sexting/sexual harassment, and other antisocial behaviors. This results in reduced academic performance, poor nutritional and health outcomes, increased mental health issues, and an overall decline in performance goals for education, physical fitness, and ultimately in workforce productivity.

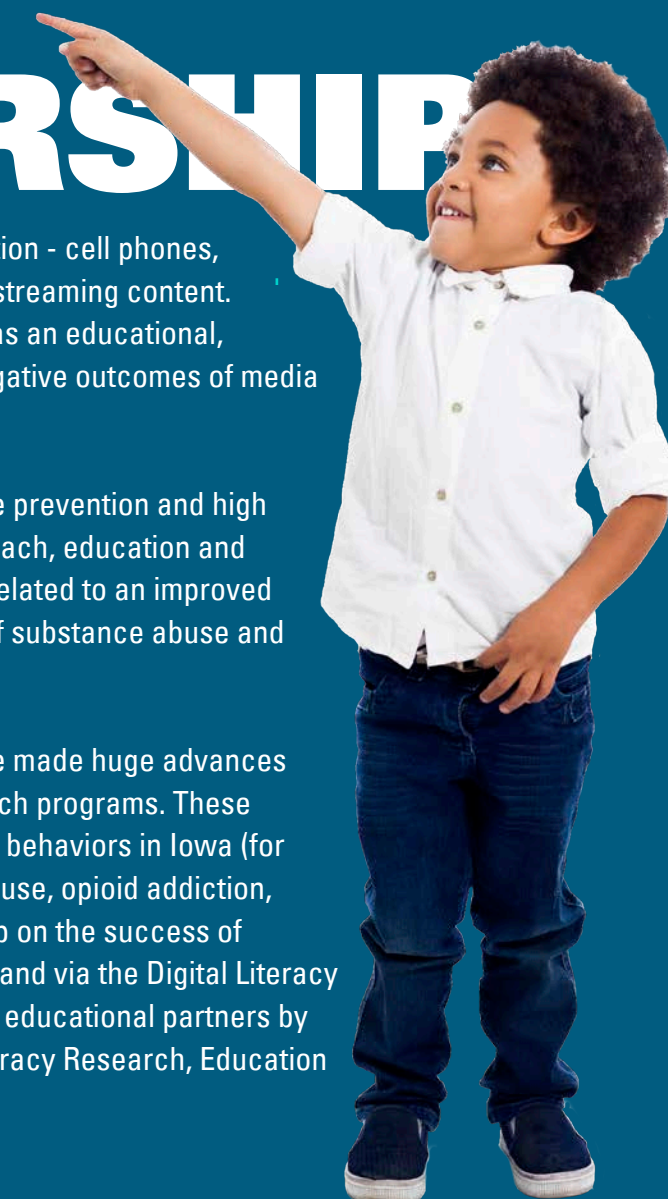


ROLE OF THE PARTNERSHIP

1.) Improve critical thinking skills related to media interaction - cell phones, computers, television, music, gaming, videos, movies and streaming content. We target youth ages 8-18, thereby enhancing media use as an educational, productivity and communication tool, and reducing the negative outcomes of media interactions.

2.) Increase the fundamental capacity for substance abuse prevention and high risk behavior reduction in Iowa. Through community outreach, education and communications efforts we build awareness and actions related to an improved base of critical thinking skills, focused on the prevention of substance abuse and high risk behaviors.

In the past 24 months, with the help of our donors, we have made huge advances in the development and delivery of educational and outreach programs. These programs address the alarming increase of youth high risk behaviors in Iowa (for example, alcohol consumption, nicotine use, substance abuse, opioid addiction, media overuse, bullying, sexting, and suicide). Following up on the success of sharing educational tools with Iowa schools, both directly and via the Digital Literacy Conference of 2017, we have responded to the requests of educational partners by initiating the research and development of new Digital Literacy Research, Education and Outreach Tools.



YOUR HELP

We urgently need your investment to help develop and deliver important educational tools to Iowa children.

DIGITAL LITERACY

1.) Comprehensive curricula and teaching aids for Multi-tasking Risks, Media Overuse Risks, and Media Literacy, Health & Wellness Education. These will be added to the Digital Literacy Tools already being distributed free of charge to educators in Iowa.

YOUTH RISK FACTORS

2.) Expand collaboration with Iowa State University, Mayo Clinic Health Systems and a team of the top domestic and international experts in the application of educational and clinical research on youth risk factors related to media and digital experiences.

REDUCING THE RISK

3.) Increase community outreach and presentations supporting our platform of Digital Literacy as it relates to improved educational outcomes, reduced youth high risk behavior, and improved competence in the use of digital tools (including risk management).

BRINGING IT ALL TOGETHER

4.) Improve capacity to share with and educate prevention, treatment and mental health professionals about the correlations between media use, digital exposure, and the Internet landscape with youth high risk behaviors. This is an emerging field of scientific research for which we are attracting some of the best minds in the country for program development and participation in our ongoing Digital Literacy Conferences.

We have always provided our products and services to Iowa schools (public & faith-based), service organizations, and caring families, at no charge. The monies we raise are fully invested in the development and delivery of our programs. We operate with a virtual office network, with shared resources from supporting businesses and government entities. Our network of in-kind supporters extends throughout Iowa. **To make all of this work at a level of capacity that will reach virtually 100% of Iowa youth, educators and caregivers we NEED your support!**

You can reach The Partnership for a Healthy Iowa in several ways. By mail: c/o Anderson Erickson Dairy, Treasurer Mr. Jim Erickson, 2420 E University Ave, Des Moines, IA 50317, by phone: Peter Komendowski at 515-729-7334, email: Partnership@AHealthylowa.org. Thank you for your consideration. We appreciate your concerns for the future of Iowa's youth.



 **Partnership**
PARTNERSHIP FOR A HEALTHY IOWA
SUPPORTER INFORMATION

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