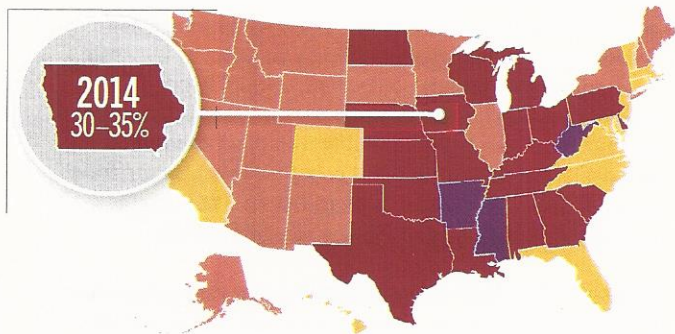
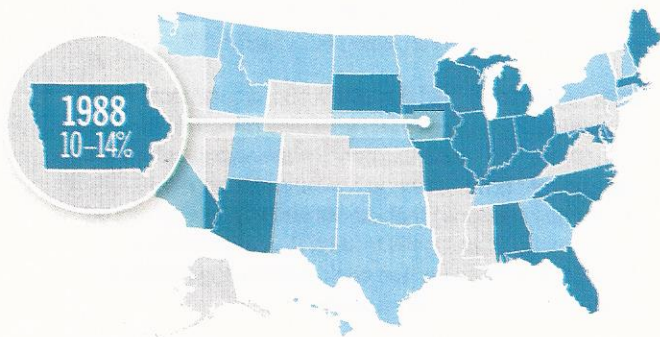


THE HEALTH OF IOWANS

HEALTH CARE TRENDS AND ISSUES | OCTOBER 2016

OBESITY TRENDS AMONG U.S. ADULTS



Legend: No Data, <10%, 10%-14%, 15%-20%, 20%-24%, 25%-29%, 30%-35%, >35%

Source: CDC.gov/obesity/data/prevalence-maps

At Wellmark Blue Cross and Blue Shield, we cover more Iowans than any other insurer. By taking some time to step back and look at how our members are truly using their health insurance, we are able to identify information that provides insight into the health of all Wellmark members in Iowa. Using Wellmark data, the Health of Iowans identifies the issues and trends that are the most costly across all Wellmark members in Iowa.

WHAT THE DATA SHOW

OBESITY IS GROWING AT EPIDEMIC LEVELS

Obesity rates have drastically increased over the past 25 years. In 1988, 14 percent of adults in Iowa were obese¹. The rate grew to 30.9 percent² in 2014.

If obesity was a contagious disease, it would be considered an epidemic not only in Iowa, but across the entire country. Epidemiologists point to our environment. Portion sizes in restaurants have grown by four times the recommended amount. Communities have become more focused on making

LEARN MORE 

¹ <http://www.cdc.gov/obesity/data/prevalence-maps.html>

² <http://www.cdc.gov/obesity/data/table-adults.html>