Iowa County

**Signature Project**

**Increasing physical activity programming was an important goal for the coalition. However, the COVID-19 pandemic forced the group to shift priorities towards recognizing and addressing social isolation.**

**Replicable Best Practice**

**Network of core service providers.**

A strong team of community service providers is at the center of the Iowa County HeART Coalition. These organizations have moved from basic awareness of each others’ work to shared marketing, collaborative programming and a more comprehensive approach to older adult services.

**Practical Solutions**

Benches and Senior Parking Signs are straightforward projects that built community awareness about the coalitions and improved accessibility to community events and resources.

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**Host Organization**

Iowa County Health Department

**Community Demographics**

23,678 Residents

19.5% age 65 and up

**Continuing the Work**

COVID-19 Recovery Funds continue coalition support staff at the Health Department

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Learn more at https://www.iowacounty.org/heart-resource-guide