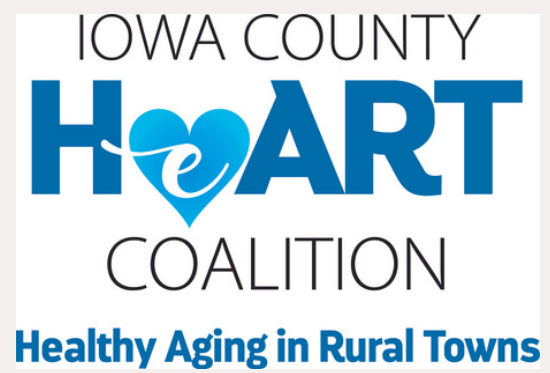


Iowa County



➤ signature project

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.

➤ 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.



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

➤ key challenge



Increasing physical activity programming was an important goal for the coalition. However, the COVID-19 pandemic challenged the group to put even more attention towards another issue- recognizing and addressing social isolation.