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.

**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.

**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

Learn more at [https://www.iowacounty.org/heart-resource-guide](https://www.iowacounty.org/heart-resource-guide)