

Northeast Iowa Food & Fitness Initiative

An Invitation from the
W.K. Kellogg Foundation

W.K. Kellogg Foundation Food & Fitness Initiative

- \$250,000/year for
2 years of planning
 - Local Healthy Food Systems
 - Community Health Initiative
 - Physical Activities & Built Environments



W.K. Kellogg Food & Fitness Initiative

- **Goal:** *To create community environments that support healthy children, youth, and families by making available and promoting the procurement and consumption of local healthy food and the creation of space and structures for physical activity and play.*

State, Local, & Youth Stakeholder Teams
Review Planning & Communication Structure
Committee Nomination Process

Allamakee Co.

- Local Food Systems
- Producers
 - Processors
 - Distributors
 - Lenders
 - Consumers
- Community Health
- Public Health
 - Hospitals
 - Human Services
 - Churches
 - Food Banks
- Physical Activity/
Built Environment
- Schools
 - Park & Rec
 - City Planners
 - County Engineers

Clayton Co.

- Local Food Systems
- Producers
 - Processors
 - Distributors
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Fayette Co.

- Local Food Systems
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Howard Co.

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Community Partners

- ISU Extension – 5 counties
- Public Health – 5 counties
- Economic Dev. – 5 co.
- Supervisors – 5 counties
- Farm Bureau – 5 counties
- NE Iowa RC&D
- Luther College
- NE IA Community College
- Winn. Medical Center
- To be continued

Food & Fitness Leadership Team

- 4 Adults/Youth from each County = 20 members)
- Food Systems, Health, Physical Environ., Holistic
- Visionary Leaders
- Strong Communication Skills
- Diverse (represent multiple groups/interests)
- Community Champions (non-polarizing)
- Active membership on representative county Coalition

State/National Partners

- W.K. Kellogg Foundation
- Wellmark Foundation
- R. J. McElroy Foundation
- Iowa State University
- Leopold Center
- Iowa Dept. of Public Health
- University of Iowa
- Iowa Farm Bureau
- NRCS
- USDA
- To be continued

W.K. Kellogg Food & Fitness Initiative

■ **NE Iowa Goals:**

- **Goal I:** Promote and support the coordination and connections within the local food, health and active living fields.
- **Goal II:** Build support for environmental and policy changes that promote the procurement and consumption of local health foods and active living.
- **Goal III:** Investigate funding sources, assist community planning learning teams and affiliates to seek private and public sector investment for the planning and implementation phases.

NE Iowa Food & Fitness Initiative

- County Planning Teams 2/07 – 5/09
- Regional F&F Leadership Team 6/06 – 5/09
 - Develop Plan
 - Review policies & barriers
 - Identify changes/improvements
 - Review Best Practices
 - Select & Implement Pilot Programs
- Leadership Team Building Conf. 6/07 & 6/08
- Local Food-Healthy Eating-Active Living Conference 3/08 & 3/09

NE Iowa Food & Fitness Initiative

- Select Pilot Programs
 - Food, Fitness & Fun in Parochial Schools
 - Safe Routes to School (1 per co.)
 - Walkable/Bikeable Communities (1 per co.)
 - Barrier Mapping
 - Workplace Wellness Training
 - Dairy Mentoring Program
- Regional Food Distribution Study

“The best way to predict the future is to shape it.”



-Peter Drucker