

NE Iowa Food & Fitness Initiative

Communications Workgroup

Teleconference – Monday February 4<sup>th</sup> 11:00 a.m. CST

Present: Judy Isaacson, Lana Snitker, Teresa Wiemerslage, Joe Organist, Brenda Ranum, Ann Mansfield

Not present: Denise Rhiner, Karen Foster

Discussion:

Judy – shared points from a teleconference with Denise Rhiner in Jan. we had in January:

- Communicating Transformational Change
  - Goals -
    - Key Messages
    - Key Audiences
      - Internal - they become the messengers
        - County teams
        - Regional team –
          - County Reps
          - Youth – Vanette Grover
          - Underserved - Lori Eagan – NE Iowa Comm. Action
          - Minority Liaison
        - Organizational Partners – Ext. Dir, Ec. Dev and Pub. Health Dir. In all 5 counties.
        - Evaluators – Cornelia, Corry, (ISU) Loren(Luther)
        - NIFF members
      - External –
        - Schools –
          - Superintendents, principals, school board,
          - School wellness policy committee, advisory committee
          - Parents, community members
          - Coaches, Teachers
          - High School youth
            - Ex. – Concession stand survey – communication around that – youth, parents, teachers, etc.
            - After school
            - 4-H, FFA, Scouts
          - Area Education Agencies
        - Government – Influence policy decisions for communities
          - County Supervisors

- City Councils
  - County Political (Democrat & Republican) Leaders
  - State Representatives
  - U.S. Congressman, Senators & District Staff
  - Ec. Development
  - Chambers of Commerce
  - Upper Explorerland
  - NE Iowa RC&D
  - Public Health
  - Iowa Workforce Development
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- Higher Education
  - Luther College
  - Upper Iowa University
  - NICC
- Daycares
- Health Care – Clinics & Hospitals
- Workplaces
- Restaurants
- Groceries Stores
- Wellness-Fitness centers
- Producers
- Processors
- Ag Lenders
- Institutional Food buyers
- Agencies representing Low-income, minorities; underserved
  - Food shelters, St. Vincent DePaul, Depot, NE Iowa Comm. Action
- Churches
- Civic Organizations, Service Clubs
- Channels – people need it 7-10 times
  - Same messages delivered in multiple, multiple ways
  - What are the channels
    - Media
    - Print material
- A campaign of simple memorable messages – Points from Vision;
  - Strategic and effective
  - Market to our audiences
    - Know – not know
    - Perceptions
  - Understanding the impact of framing the messages

- Food & Fitness Environment is an effective frame
- Next step for our group
  - Key Messages –
    - Help from Denise --How do we put this together?
    - Which audiences now vs. for implementation?
      - Distinguish between planning vs. implementation
      - Core values, purpose, vision –
        - Highlight work done
        - Get buy-in for work done to date
      - Credibility for the F&F Initiative (Lindsay E. comment @ Reg. Team mtg. Jan 30th)
        - Branding
        - List organizations involved
  - Budget
    - Next 6 months, then next 6-12 months
    - Help needed...recruit more groups?
  - Brenda will contact Denise to see if we can connect in the next 2 weeks... Brenda will send you an email to confirm
  - Teresa is collecting bio profiles of farmers... also asking for photos...will be sharing with Judy