

Message Framework: W.K. Kellogg Food & Fitness Initiative

Vision

Our Collaborative:

NE Iowa is a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

WKKF Food & Fitness:

Vibrant communities that provide equitable access to affordable, healthy, locally grown food and safe and inviting places for physical activity and play.

Purpose

Our Collaborative: **Quality Living**

Provides the leadership needed to work with communities in Northeast Iowa to develop and implement a shared vision that includes access to locally grown foods and wellness opportunities for all, while having fun!

WKKF Food & Fitness:

To support local collaboratives as they work to improve the environments that impact their communities' health and quality of life.

Values

Our Collaborative:

- Healthier People/Stronger Communities
- Inclusiveness
- Stewardship
- Innovation & Creativity
- Empowerment
- Relationships
- Local Food & Wellness

WKKF Food & Fitness

- Community
- Family
- Sustainability
- Stewardship
- Equity
- Interdependency

Personality

Our Collaborative: *Insert your personality traits here.*

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WKKF Food & Fitness:

- Visionary
- Bold
- Collaborative
- Passionate

Elevator Statement

Our Collaborative: *Insert your elevator statement here.*

WKKF Food & Fitness:

The Food & Fitness Initiative is an effort of the W.K. Kellogg Foundation to create vibrant communities with equal access to affordable, healthy food and safe and inviting places physical activity and play. Nine communities across the country have been selected to become models of community change. They are forming local collaboratives to improve the health and quality of life in their communities by transforming their food and fitness environments.

Audiences

Our Collaborative:

Insert your target audiences here.

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WKKF Food & Fitness:

- Convergence Partnership
- Food & Fitness Communities
- National Advisory Committee
- State/National Linkages organizations
- TAP Group organizations
- W.K. Kellogg staff and board members

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Why the Initiative is Important

The quality of our food and fitness environments—whether we have access to healthy, affordable food and places to be active and play—strongly impacts our health and quality of life.

- The places that we live, work and play are the most important factors in determining how healthy we are.

When community members do not have access to affordable, healthy food or places to be active, their health and quality of life suffer.

- When people do not have nutritious food options available in their communities, they can't make healthy choices.
- When we build communities that don't provide places to be physically active, residents are unable to thrive.

Many places where we live, work and play no longer support healthy behaviors and vibrant, connected communities.

- Availability and access to grocery stores, safe parks and recreation centers are not equitable in many communities.
- Such inequitable distribution of resources has resulted in some communities having affordable and healthy food options, while others are food deserts.
- These same communities often lack sidewalks, parks, trails and nearby open space for families and children to be active and play.

Community health and quality of life improves when we improve our food and fitness environments.

- We must change how our food arrives in our community and on our table so that everyone has access to healthy, affordable and locally grown food.
- We must improve how our communities are built so all children and families have safe places to be active and play.
- When community members have the opportunity to eat nutritious foods and be active, their health and quality of life improves.

The Food & Fitness Initiative

The W.K. Kellogg Foundation Food & Fitness Initiative is about people working together to create vibrant communities where healthy eating and physical activity are convenient, affordable, and safe for all children and families.

- Nine communities across the country have been selected to become models of change.
- The Foundation is funding these nine communities to create eight-year community action plans that will guide sustainable improvements to their food and fitness environments.

The Food & Fitness Initiative is investing locally in collaborative efforts dedicated to changing the policies, practices and systems that prevent communities from being healthy.

- The Initiative is dedicated to addressing racial, social and economic disparities by promoting equitable access to healthy food and opportunities for physical activity and play.
- The Initiative is focused on transforming the policies, practices and systems that shape our food and fitness environments to bring about sustainable community change.

Collaboration and equity are at the core of this initiative.

- Engagement of youth, families and community leaders is central to achieving the vision of the Initiative.
- Authentic engagement across all socioeconomic levels, ages, and ethnic and racial groups will ensure that all community members have a voice in determining the future of their communities.
- The Initiative is supporting long-lasting and sustainable change by investing in community-based solutions to transform how food arrives on the table and how communities are built.

How It Will Take Place on the Ground

We are one of nine communities chosen to be part of the national Food & Fitness Initiative, a project of the W.K. Kellogg Foundation.

- We were chosen because we demonstrated a commitment to collaboration and a capacity to transform the food and fitness environments in our community.
- We have received a two-year grant to create an eight-year action plan with the potential for implementation support.

We are building a local collaborative that will plan, implement and sustain improvements to the places we live, work and play.

- Our collaborative is composed of community members, youth, nonprofit organizations, businesses, government and community members.
- We are working with individuals and organizations from all sectors of our community, from transportation to public health, from agriculture to education, and from our businesses to our faith communities.
- We are involving youth, who offer us new and profound perspectives on how to improve our food and fitness environments.
- We are engaging community members, who know what changes are needed on the ground to create healthy environments.
- Together, we are developing a pathway for everyone to have a voice in creating a new vision for our community and our region.

Together, we will create a plan to influence policy and practice so that everyone can be active and have access to healthy and affordable food.

- Our two-year community action plan will focus on improving the policies, practices and systems that determine how food arrives on our table and how our communities are built.
- These changes will help create communities where everyone has access to healthy and affordable food.
- They will make help create walkable communities where children and families can be active and engage in outdoor play together.

Through collaboration and innovation we can become a model for other communities around the country.

- Our community was chosen to be a part of the Food & Fitness Initiative because of our community assets and the work we have already accomplished.
- *[Include several examples of innovative community projects or policies]*
- By working together, we can create community environments that are healthy for everyone.