



From the Communications Work Group

May 28, 2008

Information to use as a starting point for sharing about the Initiative and our collaborative

Our Vision:

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.

Our Core Values:

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

Our Collaborative's Purpose:

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!

Our "Elevator Statement":

The Northeast Iowa Food & Fitness Initiative is bringing people together from five counties who want to live where people eat healthy, locally grown food and where physical activity and play are part of daily life. The W.K. Kellogg Foundation is investing in our collaborative as a model of community change. We are making strides toward transforming our region's food and fitness environment.

NE FFI's Personality:

- Vibrant
- Focused (on the common good)
- Passionate
- Committed (to the vision)

Our target audiences for Phase I:

- Our county and regional teams
- Local officials in government, education, and health
- NE Iowa leaders in local foods and fitness arenas
- Statewide agencies and groups with similar goals for healthier foods and fitness