











	<p><b>1</b></p>	<p>There's a movement underway in Northeast Iowa. We are on the ground floor to improve the policies, practices, and systems that determine how food arrives on our tables and how our communities can grow opportunities for physical activity for all.</p> <p>We want to share with you our vision for NE Iowa and what's on the horizon to make the vision a reality.</p>
	<p><b>2</b></p>	<p>It's called the Northeast Iowa Food and Fitness Initiative. It's about people working together to create vibrant communities where the healthy choice is the easy choice.</p> <p>The healthy choice means that every day all people in NE Iowa have access to healthy, locally grown foods and abundant opportunities for physical activity and play.</p>
	<p><b>3</b></p>	<p>Food and fitness is important to our region because no matter where we are, the places where we live, learn, work and play affect our health and quality of life.</p> <p>Nationally, our current food system leaves some communities without access to affordable, healthy food. Availability and cost can either encourage or discourage healthy eating. In too many places, gas stations and ill-stocked convenience stores are the only available and affordable sources of food.</p>
	<p><b>4</b></p>	<p>Opportunities to be active and play don't exist in every community. Some communities have fewer resources and opportunities. When communities are denied these resources, active living choices become the hard choices.</p> <p>We believe all children deserve to grow up in places that support being healthy. Yet, today's children belong to the first generation with a lower life expectancy than their parents.</p>

 <p>Why Food and Fitness is Important</p>	<p>5</p>	<p>For our children to grow up in communities and schools that support being healthy, we must change how our food arrives in our community and on our table. Did you know that today, our average food item travels over 1500 miles, even though most of our food could be grown and sold right here? Only one percent of the food consumed in NE Iowa is grown locally.</p>
	<p>6</p>	<p>The Food &amp; Fitness Initiative is a national effort by the W.K. Kellogg Foundation to invest in efforts dedicated to changing the policies, practices and systems that prevent communities from being healthy.</p> <p>In 2007, the Kellogg Foundation identified nine communities (click) to become models of change, including Northeast Iowa. Each community received funding to spend two years creating community action plans outlining how we will improve the environments over the next 8 years. If accepted, Northeast Iowa will receive implementation funding in late 2009.</p>
 <p>NE Iowa's Food and Fitness Initiative</p>	<p>7</p>	<p>For the past year, the Northeast Iowa Food &amp; Fitness Initiative has been assessing our access to food and places to be active and play. Over 500 people in Allamakee, Clayton, Fayette, Howard and Winneshiek counties have been involved in the process in some way.</p>
 <p>Who's Involved? Entire Community</p>	<p>8</p>	<p>People have come together to plan, implement and sustain improvements. Our collaborative is diverse—with representation from transportation to public health, from agriculture to education, from businesses to faith communities, from nonprofit organizations to government agencies. Youth are central to our work, offering us new and profound perspectives on how to improve our food and fitness environments.</p>
 <p>Our Vision . . .</p> <p>Northeast 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.</p> <p><b>Healthier people make stronger families and vibrant communities.</b></p>	<p>9</p>	<p>Working together and building on our region's assets and opportunities ... we developed a Vision for Our Future....</p> <p>Northeast 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. (click) Healthier people make stronger families and vibrant communities.</p>

 <p><b>Policy &amp; System Change Will Drive Our Work</b></p> <p><b>POLICIES:</b></p> <ul style="list-style-type: none"> <li>• State fruit and vegetable policy for institutions</li> <li>• City Councils addressing sidewalk policies</li> <li>• Iowa Cattlemen's Association adopt new policy to support local markets</li> </ul> <p>Food &amp; Fitness</p>	<p><b>10</b></p>	<p>Policy change is an important driver to improve our food system and built environments. Because of the increased discussions surrounding the food and fitness environments, several policy changes have already occurred. Here are some examples.</p>
<p><b>Project Assets &amp; Accomplishments</b></p> <p>Increased community engagement Strong local leadership Better regional capacity</p>  <p>Food &amp; Fitness</p>	<p><b>11</b></p>	<p>We have sought community engagement throughout our efforts by using inclusive principles, including inviting diverse groups to be at the table and make decisions.</p> <p>Strong local leadership continues to expand. Being part of the Food &amp; Fitness Initiative has meant commitment to the planning phase, focusing on process over product. That's hard work for action-oriented people, which includes many of the people involved.</p> <p>We are building better regional capacity. We are making better connections between all efforts and identifying the real gaps. Through our partner linkages we are connecting local resources with state and national ones.</p>
<p><b>Get Involved!</b></p> <ul style="list-style-type: none"> <li>• Attend your county team meeting</li> <li>• Receive email updates</li> <li>• Visit the website</li> <li>• Watch the webcasts (available 24/7) and offer feedback</li> </ul>  <p>www.iowafoodandfitness.org</p> <p>Food &amp; Fitness</p>	<p><b>12</b></p>	<p>We encourage you to get involved and get plugged-in to create the future we want. If you are already involved, invite others to join you! County meetings are continuing and the dates and locations are posted online. Submit your email to your county ISU Extension office. Each county has its own mailing list to share meeting information as well as other Food &amp; Fitness resources.</p> <p>Explore the Food &amp; Fitness website. All of the initiative's work is posted there. Webcasts are posted on this website for viewing. Even if you are not able to attend your county meeting, you can still view the information and offer your feedback</p>
<p><b>Working Together</b></p> <p>NORTHEAST IOWA</p> <p><b>Food &amp; Fitness</b> INITIATIVE</p> <p>Investing in the future of Allamakee, Clayton, Fayette, Howard &amp; Winnebago Counties</p> <p>www.iowafoodandfitness.org</p>	<p><b>13</b></p>	<p>Together, county and regional team members are developing pathways for everyone to have a voice in creating a new vision for our region. We are proud that the W.K. Kellogg Foundation recognized our region's skills in collaboration and has invested in us to build on Northeast Iowa's assets.</p>
<p>Every day all people <b>experience, celebrate &amp; promote</b> healthy locally grown foods</p>  <p>abundant opportunities for <b>physical activity and play</b></p> 	<p><b>14</b></p>	<p>We will all benefit from improving our food and fitness environments. Together, we can make NE Iowa 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. Thank you for allowing us to share our story about the work of the NE IA Food &amp; Fitness Initiative.</p>