

## Regional FFI Communication Work Group Next Steps

### November 2008

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**Purpose:** Develop a communication plan for the Planning and Implementation Phases of the NE Iowa F&F Initiative. These messages will communicate transformational change - identify key messages, key audiences (internal and external), channels for communication and a campaign of simple memorable messages.

Activity	When	Who	Notes/Long Term Recommendations
1. Portable FFI display for each county	Completed	Judy	5 vertical display banners with stands have been produced. One per county (based in county extension offices). Also one horizontal banner available for check-out from Winneshiek Extension Office. Expense: \$1778.25 (\$355.65 each)
2. Finalize Shirt Designs, print, and distribute shirts	December 2008	Joe	Will have shirt samples and order sheets at December 3 Regional Team meeting. Proposal: each person pay 50% of the price for the shirt they order.
3. NE IOWA FFI Website built - keep updated	Ongoing	Teresa	Front page updated. Calendar page created. Regular posting of Regional Team, County Team, and Work Group business
4. Webcast of overall intention of NE IOWA FFI and W.K. Kellogg	Completed October 2008	Teresa	Available online: Overview: <a href="http://connect.extension.iastate.edu/ffivision">http://connect.extension.iastate.edu/ffivision</a>
5. Presentation to use with community groups - 12-15 min and a 5 min presentation	Completed October 2008	Judy, Teresa	Webcasts are online to use if internet connection is available. PowerPoint versions completed and available on request from Teresa or Judy. 15 minute version and scripts are at: <a href="http://www.extension.iastate.edu/allamake/info/rtworkgroups.htm#comm">http://www.extension.iastate.edu/allamake/info/rtworkgroups.htm#comm</a>

6. Develop specific presentation points/messages to use with specific markets	February 2009		Prepare background sheets for presenter to use with our key markets: Schools (adults & youth), producers, legislators/economic development/other government officials, and those in the health arena)
7. Distribute a NE Iowa Message booklet adapted from W.K. Kellogg's	By Dec	Judy	
8. Create a one page NE FFI Fact/Background Sheets(FAQ's) to use with presentations. Also could be used as talking points when presentation does not include webcast/powerpoint	Dec. 3	Judy	
9. Train regional team members and organizational partners to understand and use message points	Dec. 3	Judy	
10. Maintain consistency in messaging points a	Ongoing	All	Create resources to help keep team and partners on track. Idea: Folded business card with vision on outside and key messages on inside.
11. Form a FFI Speakers Bureau. Coordinate speaking engagements to stakeholders.	January 2009		Create a list of regional team members and organizational partners willing to speak locally. Sign-up sheet ready for December 3.
12. Develop a Media contact list	January 2009	Judy	Standard media contact list is ready to go (based on NE Iowa Media list used by ISU Extension). Need to expand list to include alternative and/or specialized media (such as the Oneota COOP Scoop, Inspired, Tapestry).  Circulate sheet at December 3 meeting to have team members list those they are aware of.
13. Compile list of radio public forum programs and cable programs. Plug into local public affairs programs on radio stations in area. Offer webcast program to cable local access stations.	January 2009		Circulate sheet at December 3 meeting to have team members list those they are aware of. Plug into local public affairs programs on radio stations in area. Offer webcast program to cable local access stations.

14. Explore paid advertising options on radio	Winter 2009	Judy, Carolyn	Status. KDEC is developing
15. Send regular news releases of NE IOWA FFI successes and accomplishments, events, such as announcing completion of maps, youth grants, and what's happening	In place in January 2009		Hire local writer to write basic news releases about the Food & Fitness Initiative.
16. Continue Food & Fitness E-newsletter. Use as a key tool to facilitate relationships among primary stakeholders.	Monthly	Teresa	Sent to county lists which include state legislators. There is a growing list of state-level people receiving newsletter.
17. Coloring sheets have been prepared and are on the website for community use - on website under Communications Work Group Products	Done	Teresa	
18. Collect stories about FFI impact and influence.	Begin December 3		
19. Food & Fitness Posters for Postville Jewish community	In progress	Judy Teresa	Four or five 11 x 17 posters for Leah Brown to post.
20. Provide cooperating agencies and organizations with ready-to-use information to use as needed (website, internal newsletters, etc.)	January 2009		
21. Create communications plan for FFI Community Action Plan	By August 2009		