

Northeast Iowa Food & Fitness Initiative
Winneshiek County Planning Team
Oct. 17, 2007
Meeting Minutes

PRESENT: Brenda Balk, Lydia Beattie, Ron Bullerman, Dean Darling, Donella Darrington, Deb Edwards, Rick Edwards, Karen Foster, Julia Hankins, Stephanie Hughes, Hannah Huinker, Lyle Luzum, Sue Luzum, Ellen Macdonald, Ann Mansfield, Kate Mansfield, Alma Meyer, Craig Mosher, Eric Nordschow, Marissa Nordschow, Lyle Otte, Janelle Pavlovec, Hannah Ranum, Barb Schroeder, Becky Stiger, Krista Vanden Brink, Rick Varney, Kent Foster, Tim Dugger, and Lora Friest

WELCOME: Introductions were made with an additional question for everyone to answer – “Who have you taken Food & Fitness information to in your community?”

- Invited Board of Health, Mayors, Decorah Council members
- North Winn Schools
- City Council, Decorah School Gov't. Class, Iowa Great Places
- Supervisors, Board of Health, Colleagues
- Calmar and Trails Pave The Way
- Whoever I run into
- Seed Savers
- NICC, Oneota Coop, NIFF Coalition
- Luther – Staff, students, friends, websites are an open forum
- S. Winn – school nurse – Pick-A-Better Snack
- N.W. School Board
- Department of Human Services is talking about it
- Decorah Library RSVP
- Outside of Decorah
- Youth Coordinator – curriculum – lenders
- RC&D
- Tourism – CVB – Des Moines Meeting
- Decorah School
- Chamber of Commerce Board and newsletter
- 4-H County Council and Leaders

Krista made a special plug for the website iowafoodandfitness.org encouraging everyone to check out all the great resources. It was also mentioned that people wanted more open discussion in our meetings so that would be taken into account from now on.

Kellogg recently updated their mission statement to read:

To create vibrant communities in which families and children eat healthy, locally grown food purchased in their neighborhoods; engage in physical activity and play with the confidence that they are safe; and live in an environment that supports family and community health, particularly in low income, minority communities.

REGIONAL PLANNING TEAM: Rick Edwards summed up notes from the regional planning team from the Sept. 26th meeting. Kellogg has been encouraging team members to keep an eye on the “big picture.” With that in mind the group decided they need to make plans to move forward with the 5-county assessment. Winneshiek County Conservation came forth with special project for the North Winneshiek schools re integrating physical activity experiences in the outdoors.

\$38,000 is available between five counties until April 2008. If that money is not used it will be carried over, not lost. Rick noted that “We can’t do everything for everybody right now” so they’re seeking out ideas to develop a criteria for the 5-county region.

One idea on the table is for each county to select one community or organization or school and allow them to use one assessment tool: 1) Walkable/bikeable community maps 2) Environmental barrier or 3) Trail use counter system. The criteria for this assessment was also talked about. Rick summarized the criteria that had been proposed at the September Regional Team meeting: 1) Each project needs to collect data so project can be replicated 2) Results, either positive or negative, need to be shown 3) Organization receiving program funding would need to be sustainable and 4) Complete results must be shared with the larger group.

With some general discussion re the benefits of committing to one assessment vs. waiting until the end of this project year, the consensus was for Calmar to participate in the Walkable/Bikeable Assessment for Winneshiek County. Ron Bullerman, Calmar resident involved in various community projects including “Pave the Way”, is willing to coordinate a group of Calmar people to work on this assessment. The Regional Team Leaders will bring this request to their next meeting on October 31st.

WEBCAST VIDEO – “WORKPLACE WELLNESS”: Information on workplace wellness was shared with entire group. Stats shared include:

- 81% of businesses with 50+ employees have health promotion incentives
- Worksite wellness is becoming a national imperative
- WELCOA (The wellness councils of America)
- Although our nation spends the most \$ on health care, our citizens are not the healthiest (obesity, tobacco use, stress, alcoholism, chronic illness etc.)
- Most of health illness in the U.S. is preventable
- \$4,000/year/individual on average is spent on health care
- Worksite wellness benefits include improved morale, reduced turnover etc.
- The worksite is an ideal setting to address these issues because:
 - o Majority of people in the U.S. work (67%)
 - o People spend most of their time at work – including weekends
- Measurement over a 5 year period:
 - o Year 1 & 2 – Participation & participation satisfaction
 - o Year 3 & 4 – Assessing behaviors & utilizing measurement
 - o Year 5 – Economic impacts are studied and shared

Karen Foster talked about Winneshiek County's workplace model – Winneshiek Medical Center. So far they've begun assessment with an employee questionnaire. WMC's goal is to change their "culture" and the perception that health care workers don't practice what they preach. Ann invited other organizations/businesses to contact her if they are ready to seriously take this challenge on. (Each of the five counties will select another workplace to participate in Phase II.)

Phase I: (Current workplaces including WMC for Winneshiek) Luther College will go to each location for assessment. A Health Risk Assessment is given. ISU extension, Lighten Up Iowa and the Iowa Wellness Council are offering support/training in conjunction with the Luther wellness classes

Phase II: (Current workplaces plus 5 additional – one from each county) Be able to attend the Well Workplace University training offered by the Iowa Wellness Council in late November 2007.

Follow up will occur to determine what we have learned about workplace wellness in a variety of settings as well as determining if any policy changes were made.

Comments on Flash Survey following the meeting:

- *Less structure, more open discussion. We need to know what **NEW** ideas are out there; all the ideas we have previously discussed are OK, but let's get a group that can think outside the box. ☺*
- *How about water in pitchers and reusable glasses rather than plastic water bottles? Plastic is a huge waste of resource and energy.*
- *For a longer meeting (often in a too warm room, have a 1 minute break when everyone stands up, walks/runs in place or does a brisk walk around the perimeter of the room. This should be done at all kinds of meetings. Helps mentally, too.*