

Food & Fitness E-News, Vol. 1, #3

June 1, 2007

This electronic newsletter about the NE IA Food & Fitness Initiative will be sent on a weekly basis to team members and other interested parties. It is intended to provide current information to its readers. Let us know of topics you would like addressed. To submit items or to be removed from this list, email wiemer@iastate.edu.

Archived editions: www.extension.iastate.edu/allamakee/info/Coalition+resources.htm

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Food & Fitness Connection articles

One of the goals of the NE IA Food & Farm Coalition (NIFF) was to submit articles in the local newspapers from May–September to help educate the public on the use of local foods. These articles are a new weekly feature in area newspapers call “The Food & Fitness Connection.” In case you missed them, the articles are also online at www.extension.iastate.edu/allamakee/info/ffconnection.htm

June 7: NIFF Coalition meeting

At the next NIFF Coalition meeting, representatives from ISU will be coming to Decorah to share the results of the Household Local Food Survey conducted this winter.

Regional Food System Working Group

Last year, the RFSWG awarded the NIFF Coalition \$20,000 to use toward assessments of local food usage and economic impact www.leopold.iastate.edu/news/newsreleases/2006/communities_121806.htm . On June 8, Brenda Ranum, Teresa Wiemerslage and Kyle Holthaus will be traveling to Ames to give an update on the Institutional Survey and Household Local Food survey.

Product Costing Analysis for Iowa Meat Processors, June 14, NICC

One-day workshop provides hands-on instruction on the information to evaluate your business cash flow and product profitability. Topics include: Evaluate your products and services for profitability; Use a simple PC software or paper form for the analysis; Establish product cost rates; Establish cash flow management system; Establish rates for custom processing; Receive individual learning assistance during the workshop; Receive course notebook and CD. Contact your Extension office for details.

The Role of the Media on Food and Fitness

This study analyzed coverage of obesity, nutrition, and physical activity in America’s leading newspapers, news magazines, and broadcast network evening news shows. During a six-week period in July and August 2006, we examined 95 news and opinion pieces in nine national media outlets, an average of two news items per day.

http://www.frameworksinstitute.org/clients/commhealth_mediacontanalysis.pdf

Research on Fitness Ideals in the American Public

The analysis presented in this report is based on 20 in-depth interviews conducted for the FrameWorks Institute by Cultural Logic in August and September 2006 with Americans in Colorado and Illinois. Americans are confident that we are not as fit as we should be, but fundamentally unclear about why this is so. While advocates have done a successful job in recent years of persuading the public that fitness is important, there is clearly work to be done in helping them sort out what this fact means for our society.

http://www.frameworksinstitute.org/clients/commhealth_wkkfinterviews.pdf

New HIPAA Regulations Welcome Wellness Programs (4/25/07)

[http://hrdailyadvisor.blr.com/archive/2007/04/25/HIPAA Health Insurance Portability Accountability Act wellness programs new regulations.aspx](http://hrdailyadvisor.blr.com/archive/2007/04/25/HIPAA_Health_Insurance_Portability_Accountability_Act_wellness_programs_new_regulations.aspx)

Wellness Programs: Small Companies May Actually Do Better than Corporate Giants (4/25/07)

http://hrdailyadvisor.blr.com/archive/2007/04/25/Corporate_wellness_programs_for_smaller_companies_HIPAA_health_insurance.aspx

New Partnership for Play Announced

In March, the NASPE, the YMCA of the USA and the National Recreation and Park Association announced a new collaboration called the Partnership for Play. Its focus is to bring together the public, private and non-profit sectors to advance policies, programs and practices that ensure all children and youth engage in at least 60 minutes of physical activity every day. Joining forces with the Partnership was Senator Tom Harkin (D-IA) who is sponsoring the Promoting Lifelong Active Communities Every Day or "PLAY Every Day" bill that would require federal agencies to support the development of a measurement tool to assist communities in identifying strengths and gaps in policies and programs for physical activity for children and youth. The bill would also authorize federal agencies to fund model communities of play to develop action plans that promote increased opportunities for quality play, spaces for play and voices for play. For more information, visit

<http://www.playeveryday.org/>

Upcoming Events: <http://www.extension.iastate.edu/allamakee/info/events.htm>

June 2: 1st Annual Family, Food & Fitness Walk, Howard County Nature Center, 4-8 pm. Families are invited to walk as far as they want and then return to the nature center for food, drink and music. We will have booths at the nature center to educate and inform Howard County residents on locally grown healthy foods, fitness activities.

June 7: NIFF Coalition monthly meeting, Noon-2 pm, Winn. Extension office. Presentation from ISU about the Household Consumer survey. (Bring your lunch)

June 8: Report to the Regional Food System Working Group, Ames