

Northeast Iowa FFI

Fall 2009 Conference

Concept Outline – DRAFT for Regional Team Discussion July 29, 2009

Date(s): Tuesday and/or Wednesday – October 20-21, 2009

Facilities: Luther College (offered in-kind – Fall Break week)

Purpose:

- Launch the FFI work into action
 - Announcement of Implementation
 - Galvanize the Vision for Healthy Communities, why this work is so important
 - New phase – Implementation, Tracking Data, Sharing, Learning
- Help regional stakeholders see how the FFI work is interrelated and make important connections to move the work forward
- Comprehensive Approach and Alignment to the work of FFI– What do the Work Groups need to learn from others to move the FFI work forward?
 - Educating
 - Surveys – What else do we need to know?
 - Advocacy

Planning Team Considerations:

- Regional Team and Vision Work Group – What do we want participants to “walk away” with?
- Work Groups
 - NIFF – Farm to School
 - Schools – Impacting food and physical activity environments - Networking
 - Youth - Engagement, Advocacy, Change Agents, Cross-Age Teaching
 - Active Living – Walkable-Bikeable Communities
- Key Messages – Sequence based on Policy and System Change Targets
- Determine target audiences for attendees
- Determine tracks for attendees

Potential Budget:

- Attendees – 200
- Facilities – in kind
- Meals – 200 x \$12/meal = \$2,400
- Speakers – 2-3 – Honorarium = \$3,000
- Technical Assistance = \$500
- Registration = \$2,000
 - Printing, Nametags, Folders,
 - Marketing
- Mini-grants = \$3,300
- Total = \$11,800