

Northeast Iowa Food & Fitness Initiative Core Values, Vision, Strategies & Draft Tactics

November 2008

Core Values for the NE Iowa FFI Collaborative

- Inclusiveness
- Stewardship
- Innovation
- Empowerment
- Relationships

1. Inclusiveness

We believe that by taking advantages of the individual difference within our “partnership group”, we will affect policy changes related to healthy lifestyle that help all members of society now and for future generations.

2. Stewardship

We will maintain and improve the health of our communities through responsible utilization of our physical, natural, fiscal, cultural and human resources.

3. Innovation

We believe using innovative approaches will help to educate the community, improve physical fitness and healthy eating habits, and create economic growth in Northeast Iowa

4. Empowerment

We believe that access to good information and resources creates unlimited potential to improve life.

5. Relationships

We believe that honest, open, respectful relationships will lead to a spirit of cooperation and productive actions.

PURPOSE for the NE Iowa FFI Collaborative

Our collaborative provides the leadership needed to work with communities in Northeast Iowa to develop and implement a shared vision that includes access to locally grown foods and wellness opportunities for all, while having fun!

Working VISION statement for the NE Iowa FFI:

Northeast Iowa is a unique place where all residents & guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

STRATEGIES and Draft TACTICS for the NE Iowa FFI:

Strategies: *Long lasting approaches to be used across the Initiative to achieve the Vision.)*

Tactics: *Short-term approaches which we will employ to carry out the strategies.)*

- *What is the policy goal?*
- *What might success look like?*
- *How might we measure the impact?*

Activities: *Actions producing practical results to carry out Tactics, Strategies and the Vision*

- *Who will do what? When?*
- *What resources are needed?*
- *How will these activities carry out the Tactics?*
- *How do they implement our Vision, consistent with Purpose and Values?*
- *For what purpose?*

Strategy #1: Ensure that school district policies & practices support healthy living of children, families and community members.

- **Draft Tactic #1:** Farm to School: Grow a Farm-to-School program incorporating healthy local foods into school food programs while teaching people about nutrition and the local food system.
- **Draft Tactic #2:** Food policy: Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure school food includes healthy, especially local choices.
- **Draft Tactic #3:** Food Policy: Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure snacks, concessions, fundraisers, vending machines and a la carte items include healthy, and especially local, choices.
- **Draft Tactic #4:** Provide opportunity for a variety of physical activity options before, during and after school time.

Strategy #2: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

- **Draft Tactic #1:** Promote opportunities for existing and new producers to engage in the local food system.
- **Draft Tactic #2:** Develop regional processing, distribution and storage infrastructure to add value to local food system.
- **Draft Tactic #3:** Increase sale and consumption of local food on a local, regional and national level.

Strategy #3: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.

- **Draft Tactic #1:** Policy: Regionally advance community planning and land use policy that gives guidelines to ensure infrastructure includes safe walking and biking in a neighborhoods/areas that connect to destination sites.
- **Draft Tactic #2:** Policy: Increase participation opportunities, programming and systems/plans for physical activity and active play every day.

Essential Elements that will infuse the work of the FFI Strategies/Tactics:

- Education
 - Government Training: Provide training on factors that impact eating and activity to Internal health/public health staff, Key government agencies and elected officials , Community based organizations.
- Communication
 - Utilize media sources (print, radio and television) to target Markets, Messages, Messengers, Medium and Materials
 - Utilize marketing that will attach stories to food to provide information about the food item's carbon footprint, origin, food safety, and recipes for consumers
- Relationship building, collaboration, sustainability, capacity building, working as a region
 - Form or build upon existing partnerships, coalitions, or advisory boards to address access to physical activity and healthy eating and promote policies and action plans across multiple agencies and organizations in support of healthy communities.
 - Role Models: Serve as role models. Health providers who “walk the talk” by making changes themselves will feel more comfortable advocating healthy behaviors with their patients
- Funding or leveraging capital
 - Promote a link between funding and regulations for active living environments that are emerging at state and local levels.
- Youth
- Policy Targets
- Family
- Inclusiveness (Vulnerable populations)
- Connectivity between strategies

Questions for FFI County Planning Team Small Group Discussions:

- Looking at the VISION, Strategies and Draft Tactics what specific Activities come to mind for each Tactic?

Strategy #1:

- Tactic#1 -
- Tactic #2 -
- Tactic #3 -
- Tactic #4 -

Strategy #2:

- Tactic #1 -
- Tactic #2 -
- Tactic #3 -

Strategy #3:

- Tactic #1 -
- Tactic #2 -

- Will these draft Tactics (*Short-term approaches which we will employ to carry out the strategies*) help us to activate our Vision? Why or why not?
- What questions do you have and/or what additional information does the NE Iowa FFI Regional Team need as they continue to consider our Tactics for the FFI?