

NE Iowa Food & Fitness Initiative Regional Team Update – December 2008

Work Group Reports:

Communications WG

- Groups discussed the influencers for each of our four Markets:
 - Schools - Youth
 - Health Community – Nurses, Insurance providers, Drug companies, School data
 - Producers - Farm Bureau, FSA, ISUE, NRCS, IDALS, Commodity groups
 - Legislators

Vision Deployment Matrix WG

- **Reviewed the FFI Strategies and Tactics and agreed they are on the right track to activate the vision:**
- Still working on revising Strategy #3 so that youth and their families are more the focus.
- Q: What is the structure of FFI after planning? A: Not sure yet. Form will follow function.

Youth Planning:

- School based FFI teams are being organized. Starmont and Decorah had Find-Out meetings in December. Riceville and Cresco groups have formed and already visited Plantpeddler to learn about food production.
- Presenting concession stand results to school boards, principals and booster clubs.
- Willing to help BE WG with youth surveys to learn more about how youth want to be physically active during after school hours
- Met over Christmas break and are planning a regional youth conference for March.

Built Environment WG

- Complete report is posted on the webpage.
- Community maps have been finalized and comments sent to Chris Seeger.
- A list of schools still needing facility use info was circulated.
- A group of people will be submitting for planning funds for the Turkey River Corridor.
- The Luther student projects are available to view on the website.
- Teleconference with Rich Bell to discuss the 3rd Strategy and its Tactics and potential youth surveys is being planned for Wed., Jan. 7. at 10 am

Community Health WG

- Wellmark grant submitted and will hear in Feb. if funded
- BRFSS and county profiles done.
- Expanding community health work group to be more inclusive. Next meeting will be after the Jan. 28 Regional Team meeting at 2 pm.

Inclusive Team and Diversity Liaisons WG

- Postponing work with Postville Diversity Council until they feel the community is ready
- Oelwein has a plan to use funds. FFA is working to grow food in their school's greenhouse and will provide nutrition education to elementary grades by using locally grown food.
- Discussed growing demand by families at region's food pantries.
- Additional reports are available on webpage

NIFF Coalition

- Luther College held a meeting with producers to talk about increasing food purchases. About 40 producers attended.
- Reps from Iowa Micro Loan program visited the NIFF Coalition members on Dec 4 to talk about that financing option. The NIFF Coalition is working to put together a proposal to be eligible for \$100,000 in available financing for producers in NE Iowa.
- A groups interested in investigating local food storage has also been formed.

School Engagement

- 14 of 18 schools attended the November meeting session.
- Showed 6 summarized webcasts (10 months of work) and group reported they feel better informed and able to ask better questions around food and fitness issues.
- Next meeting Jan 21. Youth Work Group and possibly Luther College students will share their survey information. School group will look at Strategy #1 and Tactics to give feedback and possible next steps.
- Our next School planning session will be on Wed., Jan. 21.

Human & Financial Resource WG (Budget)

- Will receive \$130,000 for 5 month extension (April 1 – August 31, 2008).
- RC&D informed the H&FR that they will step away from the role of Administrator effective March 30, 2009. The H&FR work group is seeking a new Administrator to handle the FFI funds and contracts.