

NE Iowa Food & Fitness Initiative
Regional Leadership Team Meeting Minutes
August 29, 2007
Monona Community Center, Monona
12.00 pm – 2:00 pm

Present:

Allamakee County - Danielle Bucknell, Lana Snitker, Solveig Hanson

Clayton County - Haleisa Johnson, Tim Englehardt, Brian Rodenberg, Carol Glawe, Brandon Freidlein, Mila Hugo

Fayette County - Scot Michelson, Sue Burrack, Joe Organist, Vicki Rowland, Trent Moeller

Howard County - Rob Hughes, Elaine Govern, Carmen Dohman, Sam Lepa, Tanner Burke

Winneshiek County - Eric Nordschow, Karen Foster, Rick Edwards, Kate Mansfield, Hannah Ranum

Diversity Representatives - Paul Rael, Viktoria Stockman

Co-Project Directors: Brenda Ranum, Lora Friest and Ann Mansfield

Guests: W.K. Kellogg Technical Assistance Program Team, Teresa Wiemerslage, Cindy Baumgartner, Teresa Steffens

The meeting began with an introduction of the seven W.K. Kellogg F&F Technical Assistance Program (TAP) Team members. They asked the Regional F&F Leadership Team members to introduce themselves and share their vision for this initiative.

Brenda reviewed the Regional F&F Team Guidelines and the Purpose of NE Iowa F&F Initiative: **To create community environments that support healthy children, youth, and families by making available and promoting the procurement and consumption of local healthy food and the creation of space and structures for physical activity and play.**

Members were asked to have reviewed the July County Planning Team Meeting Webcasts summary points for Webcast #1: “Fitness As a Personal Ideal” and be familiar with the following:

- *Key Points from 2 or more counties*
 - Found the correlation between “savings” and “fitness” very interesting – how can we fix the lack of fitness issue like social security attempts to fix the lack of savings issue.
 - Health is not just a personal ideal, it also is public policy. As such, local elected officials including city, county, school and state, need to be kept informed of the Food & Fitness Initiative
 - Public fitness should be viewed as a community resource
 - We need to provide activity systems that are easily accessible
 - We talk about fitness, but there is actually little planning of it. We need to find small ways of improving fitness in our homes
 - We need to shape policies that result in more local food consumption. In Iowa, locally grown food has dwindled from an estimated 80 percent in 1920 to 20 percent in 2000
 - Teach adults on healthy eating, developing community gardens, encourage businesses to offer fitness programs, promote cooking classes, request healthy foods in restaurants, convenience stores and schools. Promote locally grown producers and provide a processing facility.
 - Industry policies, as well as government policies need to address the issue – education is key.

Members were asked, “*Who in our region should view this video?*” There responses:

- More healthcare professionals
- Bankers and financial institutions
- Fitness businesses
- School policy makers (food service personnel in all school districts)
- City Councils
- County Supervisors
- Management for Industry
- Beauticians
- Sr. Citizens
- Churches and Clergy
- Clubs – recreation & service – Sports Boosters
- Youth Groups
- Insurance Representatives
- Food Producers
- Restaurant Owners/Managers/Staff

Members were asked to have reviewed the July County Planning Team Meeting Webcasts summary points for Webcast #2: Active Living By Design – Parks, Trails, Greenways and Transportation” and be familiar with the following:

- *Key “Call-To-Action” ideas from 2 or more counties:*
 - Assesment of parks & trails & sidewalks
 - Where
 - Quality of conditions
 - Safety
 - Assess communities – make them more pedestrian and bicycle friendly through Barrier mapping
 - Connect trails and points of interest by expanding roadways to include bike lanes. They must be easily accessible and available. Are looking for a comprehensive trail plan that each community feels ownership in and connection to others.
 - Bike lanes along trails and roads can be advantageous to urban and rural areas
- *Promotions ideas from 2 or more counties:*
 - Talk to business leaders about healthy employees
 - Inquire with media to share the message of obesity and promote physical activities and events year round
- *Programs or Project ideas from 2 or more counties:*
 - Safe Routes to School – Walkable School Bus – Walking Safety Prog.
 - Walking Club (Community, Organizations and Work site)
 - Open gyms and walking programs for all ages
 - Bicycle Safety programs/rodeos and Bike Lock give-away
- *Policy ideas from 2 or more counties:*
 - Visit/attend city councils & supervisors – give quarterly updates
 - Identify ordinances/compare to other successful communities
 - Assess state and local policies (i.e. when planning and zoning – are new developments required to have sidewalks)
 - Worksites provide incentives for employees practicing healthier lifestyles

Members were asked to have reviewed the August County Planning Team Meeting Webcasts summary points for Webcast #3 “Why Safe Routes To School Matter” and be familiar with the following:

- *Key Points from 2 or more counties*

- **Benefits**

- Healthier kids – increased physical fitness; Kids are more alert, calmer, better grades and scores; more calories expended
- More socialization – friendships developed between different age groups, sense of community
- Developing healthier life-long habits – teach etiquette of walking/riding bikes
- Improved safety with less congestion dropping off /picking up children
- Pollution reductions

- **Obstacles:**

- **Safety:** perceived safety issues; ideas of random violence, kidnapping; dangerous crossings; kids should wear helmets
- **Parent Issues:** working parents drop off kids based on their schedule; Attitude- “poor kids have to walk”; getting parent to buy in for walking; community buy-in, pampered children,
- **Kid issues:** kids need to dress for weather; alternatives on cold and rainy days; kids carry a lot of books, instruments, gym clothes; distance to school
- **School issues:** playground supervision before and after school; need to provide storage for boots, coats and other clothes if walking; Don’t want before/after school to become a babysitting service;
- **Community Issues:** city governments must be involved as well as schools; law enforcement needed; liability issues; current SRTS grant will fund new initiatives; maintaining sidewalks; finding a volunteer to do walking school bus; safety (not enough road space or sidewalks), money (for signage, crosswalks, traffic lights...); volunteers for a committee; policy change may need to come at a higher level of government (DOT, legislature...); lack of sidewalks/bike trails; cost; lack of supervision, lack of people to organize;

- **Services Needed:**

- Volunteers (RSVP)
- Designated walking-biking routes
- Police
- Community planner
- Parents
- City council
- School staff/board
- Painting-“School Route -Cool Route” at corners
- No cars on certain routes
- Survey re: child needs about drop off
- Storage for boots/coats, etc
- Disciplinary policies and rules for routes
- Grants,
- transportation controls,
- sidewalk improvement (wider),
- safe house for walkers (check points),
- education for parents/children,
- make a drop off point couple blocks from school and have kids walk the rest of the way,
- start an individualized school incentive/reward for walking/biking,
- have routes/streets be closed for kids to just walk/bike near school

- more bike racks
- survey as to why they don't walk
- GIS mapping to help put a plan together

Members responded by county to the following questions:

“Are there schools in our county ready to submit a SRTS grant on their own?”

- Allamakee:** No
- Clayton:** No – Central Schools had a committee last year but would need to gather mapping and survey data to strengthen new application for infra-structure assistance
- Fayette:** No, but planning team members were checking with different schools
- Howard:** Unsure – no committees have been formed
- Winneshiek:** No – Decorah Schools has some mapping but no committee

Are there schools that would benefit from SRTS program?

- Allamakee:** Yes-Waukon, Postville;
Unsure-Lansing
- Clayton:** Yes - Central, Clayton-Ridge, MFL-MAR-MAC, Ed-Co.
- Fayette:** We think so! But some may be better served by a Walkable/bikable community assessment
- Howard:** Yes – Howard Winn & Riceville
- Winneshiek:** Yes – Decorah/St. Bens; S. Winn/CFS

Would any of the above schools be interested in forming a SRTS committee and working together to apply for a regional SRTS grant as part of the NE Iowa Food & Fitness Initiative?

Lora Friest said that she would be willing to approach the Iowa DOT about submitting an application for our region representing several schools. The grant is due October 1, 2007. The funding requested would be for non-infrastructure funds to gather assessment and mapping data to help our region learn why kids do or do not walk to school, map safe routes and determine what infra-structure may be needed to allow kids to walk safely to school.

After much discussion it was decided that each county would have one of their team members contact potential schools in their county to determine if they would be interested and willing to work with Lora to submit a regional grant proposal as part of the NE Iowa F&F Initiative. The contact members will call schools in the next two weeks and see if they can get a representative to work with Lora to make a call to the Iowa DOT and determine if a regional grant application could be submitted to gather non-infrastructure assessment data. The members discussed the idea of selecting final school sites at our September meeting that would represent diverse schools from throughout the region so as much could be learned from the SRTS assessments as possible. Committee members also discussed the possibility of funding some SRTS assessments if the funds from the Iowa DOT grant did not come through. However, no final decision was made.

- Allamakee:** **Contact: Lana Snitker**
Principals in county will be recontacted concerning their interest.
- Clayton:** **Contact: Brian Rodenberg**
Central applied last year but was not funded. This committee could be re-activated. Other interested schools (Clayton-Ridge, MFL-MAR-MAC, Ed-Co.) would have to develop a committee with city government, law officials, and school personnel.
- Fayette:** **Contact: Sue Burrack**
Oelwein Schools had submitted a letter commitment. Sue will follow-up with Alice

- Howard:** **Contact: Rob Huges**
Howard-Winn Schools are interested; they have 4 attendance centers
Riceville has indicated interest and commitment to forming a committee; they
have 4 bus stops in town for 100 youth that may be able to walk to school
- Winneshiek:** **Contact: Karen Foster**
South Winneshiek Schools has indicated interest in partnering with CFS and
DeSales Schools to form a committee; Decorah/St. Ben's Schools are also
determining interest to form a committee

Members discussed upcoming funding opportunities for Built Environment Assessments:

- NE Iowa F&F Initiative Funds for Assessment Learning – approximately \$20,000
 - Safe Routes To School Assessment
 - Walkable/Bikeable Communities Assessment
 - Barrier Mapping Assessment
 - Trail Use Counter Program Assessment

Tentative Web Casts for Upcoming Food & Fitness Planning Team Meetings were shared:

- August – Active Living Community Assessment Options
 - Safe Routes to School
- September – Continued Active Living Community Assessment Options
 - Walkable Bikable Community Mapping
 - Barrier Mapping Project (See attached handout of Ridgeway handout)
 - Trail Use Counter Program
- October – Worksite Wellness Policies
- November - School Wellness Policies
- December – Framework for Local Food System
- January - ? – NIFF (NE Iowa Food & Farm) Coalition Local Food Survey Results

The following timeline was briefly shared with Regional F&F Team members:

- **Aug.** Regional Food & Fitness Leadership Team selects 1 worksite/county to participate with Luther College in Worksite Wellness Program Assessment
- **Sept.** Luther College Community Health Promotion Student Teams make initial visit to worksite by late September
- **Oct.** Webcast: Worksite Wellness;
 - Tentative Plan: County F&F Planning Teams select a second worksite from each county to participate in the Wellness Workplace University Training to be held in NE Iowa; Regional F&F Leadership Team approves final site
 - Luther College completes Health Assessment with employees at the first 5 worksites
- **Nov.** Worksite Wellness Programming in Region Begins
 - Luther College conducts Wellness Programming with first set of 5 worksites in the region
 - Wellness Workplace University Training held for second set of 5 worksites in the region

- **Dec.-May** Worksites implement ideas and appropriate policies recommended by Luther College and/or the Wellness University
- **June** Worksites share successes/challenges at 2008 F&F Conference

Ann will contact Regional F&F Leadership Team members and Organizational F&F Partners to select the first worksite to work with Luther College Community Health Promotion students. The County F&F Planning Teams will be asked to recommend the second worksite at their October meetings and these sites will be asked to participate in the Wellness Workplace University Training in Nov.

The meeting adjourned at approximately 2:05 p.m.

Next Meeting: Wednesday, September 26, 12:00 pm – 2:00 pm, Luther College Library, Hovdee Lounge (new temporary meeting site since Winneshiek Medical Center is unavailable this month)