

**W.K. Kellogg Foundation's  
Organizational Learning and Systems Thinking Training  
Hotel Winneshiek, Decorah, IA  
November 28-29, 2007**

**November 28, 2007**

- **Introductions & Group Guidelines**
- **Discussion – Future Focused Theme – “Look for Possibilities vs. Problems**
- **DVD – “Celebrate What’s Right With The World” & Process**
- **Discussion: “Creative Tension Model**
- **Small Group to Large Group Discussion:**
  - What’s Right With NE Iowa?
  - What’s Right With This Partnership?
- **Vision and Value-Based Planning**
  - **Discuss Hierarchy of Choices**
  - **Small Group Activity:**
    - Who are we as the NE Iowa Collaborative?
    - What are the Core Values we must have and live by to be true to who we are and pursue our purpose effectively? (record one idea/sheet)
  - **Large Group Activity:**
    - Cluster like values and value systems
    - Vote for priority values (four votes/person)
- **Lunch with local Foods**
  - Brief Regional F&F Leadership Team Meeting
  - Brief Regional F&F Youth Leadership Team planning session
- **Vision and Value-Based Planning (continued)**
  - **Small Group Activity:**
    - Refine Core Value Statements
    - Core Value Statements shared and critiqued by others
    - Share Core Value Statements with Large Group
  - **Individual, Small & Large Group Activity:**
    - In your own word answer,
      - 1) What is the fundamental reason this collaborative exists?
      - 2) What is the passion you bring to this purpose?
      - 3) Why do you care enough to invest your own and/or your organization’s time, talents and resources for this work?
    - Developed draft Purpose statement of Collaborative/Initiative

**November 29, 2007**

- **Developing a Shared Vision for the NE Iowa Food & Fitness Initiative**
  - **Activity: The World Café Conversations – What do we want to create?**
    - Small group conversations
    - Large group sharing & processing & clustered vision themes
  - **Activity: Small group Skits – What do we want to create?**
- **Closing**

# NE Iowa Food & Fitness Initiative's CORE VALUES

## 1. **Healthier People/Stronger Communities**

HEALTHIER PEOPLE → (lead to) → STRONGER COMMUNITIES → (lead to)  
HEALTHIER PEOPLE → (lead to) → STRONGER COMMUNITIES →

## 2. **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. ☺

## 3. **Stewardship**

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

## 4. **Innovation & Creativity**

Using innovative and creative approaches to a healthy lifestyle will help:

- Educate the community
- Improve physical fitness and healthy eating habits
- Create economic growth in Northeast Iowa

## 5. **Empowerment**

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

## 6. **Relationships**

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

## 7. **Local Food & Wellness**

We value Northeast Iowa's ability to provide locally produced food and wellness opportunities for all.

## **NE Iowa Food & Fitness Initiative's PURPOSE**

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

Other purpose statements/ideas:

- Propel, change in health and welfare of future generations
- Accessing local products (Food & Fitness)
- Work together to create change; change through collaboration
- Preserve and enhance a rural life style.
- Role model – leadership role – across the U.S.
- Foundation vision and passion that notice region's work
- Growing recognition that healthy eating and active living results in health impact.
- Society is ready due to information
- Built relationships among people

## **NE Iowa Food & Fitness Initiative's VISION Themes**

**Theme #1: Create demand for healthy foods.**

- Kids/schools
- Teach people at Farmer's Market how to process local fresh foods
- Concession stands/ala cart in schools
- Demand at school for local farmer's food
- 448,000 K-12 kids in Iowa; producers currently couldn't provide 2 fruits/vegetable for even 2 months out of the year
- Demand in contrast of busy life styles
- Intergenerational Workshops
- Open fridge/teach about local foods in correct portions
- Kids can change adult behaviors for demand

**Theme #2: NE Iowa is a destination area because of food, recreation that youth want to move back to when they're ready to raise a family.**

- Market to youth to come back
- Create a mile long route in every community and encourage everyone to walk it each day.
- Rural folks need better access to the recreation so mark where the sites are and provide access to parking
- Ask youth what they want now in recreational activities
  - Talent, tolerance, technology
- Create larger system changes related to time
- Time related to fast food restaurants
- Youth create demand to slow down. Slower, flexible work

## **NE Iowa Food & Fitness Initiative's VISION Themes (continued)**

### **Theme #3: Engaging all generations around spaces/place for wellness activities**

- Have lost ability to can food
- Isolate generations – move to all generations to one center not senior, youth, etc.
- New Wellness Center has senior dining site, education center, incorporate teen and families
- Multi generational activities
- After school activities
- Baby's and seniors in same center

### **Theme #4: Reprioritize how we use our time**

- Time to can – vs – going to store to buy
- We are using time to buy stuff
- Families reconnecting
- Eat meals together at home
- Eating has become a refueling experience vs. a family or social organizer
- Workplace to pay for families to get physically active and in relationship to time
- Re-engage parents in 4-H activities and meetings
- Families can do spelling homework with children as they go for family walks together
- Rethink exercise – raking leaves, hiking, vs. going to gym.
- How do children want to exercise?

### **Theme #5: Education**

- Teach youth about nutrition
- Health cooking classes for youth/families
- Offer WIC Program families cooking (healthy) related to working more jobs. Trade offs.
- Educate health care providers on nutrition
- Community kitchen idea - clean/chop veggies from bulk – time/money

### **Theme #6: This group needs to do more marketing on what's available.**

- Education → Behavior → Practice
- Eat as an experience
- Exercise for fun
- Sustainable living

# HIERARCHY OF CHOICES

## Activities:

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 value?  
For what purpose?

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## Tactics:

Which shorter-term approaches will we employ to carry out the strategies?

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## Strategies:

How will we go about achieving the vision over time?

↑ ↑ ↑ ↑ ↑ ↑ ↑

## Vision:

What are we trying to create?

↑ ↑ ↑ ↑ ↑ ↑ ↑

## Purpose: Why do we exist?

Providing the leadership need for the region to work with communities to develop and implement shared vision in NE Iowa that includes access to locally grown foods and wellness opportunities for all.

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## Core Values - Who are we?

- Healthier people/stronger communities
- Inclusiveness
- Stewardship
- Innovation & creativity
- Empowerment
- Relationships
- Local food and wellness

## **Celebrate What's Right with Northeast Iowa?**

- Natural beauty
- Committed hard working individuals
- Strong family values
- Safe Environments
- Strong small communities
- People, culture, honesty
- Sense of belonging
- Networking collaborative efforts
- Educational opportunities
- Open to diverse communities
- We fell responsible for each other
- Excellent health care
- Good existing organic, healthy foods
- Small business opportunities
- Hidden gems: artist, businesses
- Strong belief system, sense of support
- Small communities allow us to get things done quickly
- Creative, inventive spirit
- Strong connection to the land
- Topography: hard to be overtaken by corporate farms
- We "just do it" – don't wait
- Care about each other people
- Culture of volunteering
- Good education system K-12
- Trails, lots of places to exercise
- Tremendous potential to work together
- Children have tremendous potential – we want to involve them in the future
- We have what other want – slower pace, more relaxed environment, relationships
- Work ethic, honest, care taken
- Respect for seniors; active seniors
- Diversity we have – people and land, makes us better
- Strong desire to keep what we have that is good. Build on what we have.
- People have respect for money; thrifty, frugal, practical

## **Celebrate what's right with this NE Iowa F&F Partnership?**

- Youth at the table & the exciting things they bring?
- Not just one organization – community oriented
- Positive & alike vision – shared vision
- Opportunity to change statistics
- We can lead the nation in this work
- We're building capacity thinking as a region, building relationships
- Leveraging of wholesome, healthy values
- Leadership vision within the partnership
- People from all walks of life; diverse people participating
- Personal motivator; walk the talk – lost 35 pounds
- People at the table who aren't normally here
- WKKF hasn't abandoned them – angel hovering
- Opportunity to be part of something larger than ourselves & our region
- Leverages resources from outside the region
- Opportunity to create a niche – a place where people want to come
- Good communication
- Has brought energy to the region
- Information/Statistics that I can take to others and use them
- Leadership building
- Increased focus on preventative medicine – wellness
- We're proactive
- Moving from thinking as counties to thinking as a region
- Community sees the organizations collaborating
- Has created networking that spills over to our other work
- Positive, optimistic people.