

**Goal I: Promote and support the coordination and connections within the local food, health and active living fields at the county level.**

Outcome	Objective	Benchmarks	Main Activities to reach objective	Timeline
What will happen if the Goal is reached	How much of what will be accomplished by whom	Standard or reference that could be used by others to measure or judge how well you are meeting your objective	Who will do what	When activities will be conducted and completed
<p>The leadership capacity of county planning teams will be developed <i>across</i> fitness infrastructure, health and foods systems.</p>	<p>The county teams will have balanced representation and discussions across systems.</p> <p>The county teams will develop protocol to ensure participation by underserved community members, including minority and youth, in decision making.</p> <p>The county teams will be supportive of county planning across systems as well as regional planning and regional community development related to fitness, health and food systems.</p> <p>Underserved population capacity is increased.</p>	<p>Year 1</p> <ul style="list-style-type: none"> <li>• Number of people attending meetings.</li> <li>• Number of organizations or groups represented.</li> <li>• Number of youth representatives attending</li> <li>• Number of county youth planning projects.</li> <li>• Number of minority community representatives at the county meetings.</li> <li>• Participation of county regional representatives in county and regional meetings.</li> </ul> <p><b>Year 2 – In addition to previous.</b></p> <ul style="list-style-type: none"> <li>• <b>Number of programs or presentations completed/reported by county meeting attendees.</b></li> <li>• <b>Number of community outreach activities across system division.</b></li> <li>• <b>Sharing of current assets and realities includes sharing that crosses traditional system divisions.</b></li> <li>• <b>Number of strategies reported.</b></li> <li>• <b>Number of policy and system change opportunity reported.</b></li> <li>• <b>Number related youth projects completed.</b></li> </ul>	<p>Year 1</p> <p>An Organizational Partners Team will be developed to consist of community agency that can provide technical support across fitness infrastructure, health and foods systems. The Organizational Team will include County Economic Development, Public Health and ISU Extension Directors and The Directing Team. It will be expanded as needed.</p> <p>County Planning Team meetings will be organized and convened by the Organizational Partners Team including, Co-conveyers, ISU Extension, Economic Development, and Public Health, with assistance from the administrator and the evaluators through monthly web/teleconference meetings.</p> <p>County Planning Team facilitators will educate and encourage team members about the importance of engagement that includes and supports underserved, youth and minority leadership.</p> <p>Team members will identify who is not attending that should be and invite them to future meetings.</p> <p><b>County Teams provide input to regional team members about Hierarchy of Choices model.</b></p> <p><b>Team Leaders meet with underserved community members to maximize</b></p>	<p>Luther Round Table web communication technology donated by Luther College and teleconferencing by convener utilized for monthly organizational partners planning meeting.</p> <p>ISU Extension will develop a website that provides information about agendas, reports and e-news.</p> <p>County meetings monthly</p> <p>Co-conveners review shared Kellogg vision and goals at each team meeting.</p> <p>Participants share related updates at each meeting.</p> <p><b>Hierarchy of Choices shared in January.</b></p> <p><b>Food System Learning January through March 2008.</b></p> <p><b>Team Leaders meeting with underserved ongoing.</b></p> <p><b>Year 2 – In addition</b></p> <p><b>Expanded outreach to underserved ongoing. Shared learning occurs monthly between county team members at meetings and with outside community groups and members.</b></p>

			<p><b>input and increase dialog between underserved and team members.</b></p> <p><b>Year 2 – In addition to previous. Team members will learn about the current reality and assets of fitness, health and food systems independent and across systems from experts and will learn about the current reality and assets of systems from each other and discuss opportunities around assets.</b></p> <p><b>Team members will share meeting information with other community members outside the meetings, discuss opportunities around assets and report on that sharing.</b></p> <p><b>County Teams will identify strategies to promote and sustain system and policy change.</b></p> <p><b>County Teams report and record local policy and systems changes monthly.</b></p> <p><b>Youth, minority and underserved project participants will reach out to engage and encourage new partners from their respective groups with assistance and tools from Co-conveners and other partners.</b></p> <p><b>Youth, minority and underserved community leaders will be personally invited to participate and engage in planning by project partners and community members.</b></p> <p><b>County youth members will work closely with Regional Youth Team and Youth Liaison and partners to complete county planning projects that help them gather information and encourage participation from a broader youth audience.</b></p>	<p><b>County Teams identify strategy and report on strategies, policy and system change July – September.</b></p> <p><b>Youth county planning projects ongoing.</b></p>
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**Goal II: Promote and support the coordination and connections within the local food, health and active living fields at the regional level.**

Outcome	Objective	Benchmarks	Main Activities to reach objective	Timeline
<p>A diverse regional food and fitness leadership team will be established and functioning to build the capacity and integration across food and fitness systems.</p>	<p>The regional team members will have a protocol for interacting with each other, the county teams, the community and the Directing Team.</p> <p>The regional team members will act regionally across systems.</p> <p>The regional team will have a clear understanding of their role in developing a healthy community.</p> <p>The regional team will have leadership skills that enable them to engage the community in achieving a common vision and goals.</p> <p>Underserved, minority and youth community members will not only be represented but be considered an integral part of the county and regional team infrastructure, discussion and planning.</p>	<p>Year 1</p> <ul style="list-style-type: none"> <li>• Regional team members elected by county teams and meet monthly.</li> <li>• Regional team adopt protocol that incorporates county input to support regional action.</li> <li>• Regional team set aside a number of seats from each county for youth and minorities and integrate them into the regional planning process.</li> <li>• Minorities and youth attending, reporting, engaged, participating.</li> <li>• Responses to underserved participation to better integrate underserved communities into county and regional planning.</li> <li>• Regional Team begins collaboration with Organizational Partners</li> <li>• Regional Team and Organizational Partners attendance at regional training opportunities together.</li> </ul> <p>Year 2 – In addition to previous.</p> <ul style="list-style-type: none"> <li>• <b>Regional community learning and outreach activities cross system division.</b></li> <li>• <b>Sharing of current assets and realities includes sharing that crosses traditional system divisions.</b></li> <li>• <b>Regional Team demonstrates greater responsibility and ownership for the project.</b></li> </ul>	<p>Regional Team members will be selected by each County Team to represent all systems, minorities, and youth from each county.</p> <p>Regional Leadership Development training opportunities will be provided by Directing Team for Regional Leadership Team, Organizational Partners and partnering agencies.</p> <p>Regional planning meetings planned and implemented monthly by Co-conveners with input from Regional Team, Administrator and Evaluator.</p> <p>Regional Team members from each county will share county input with each other at each meeting.</p> <p>Co-conveners and organizational partners will review importance of having representatives that understand all systems monthly.</p> <p>Directing Team and minority leaders from at least three minority populations will develop a plan for their minority communities that will detail how they will interact with the planning teams.</p> <p>Year 2 – In addition to previous. <b>The Regional Team and Directing Team will help remove barriers for youth, minority and other underserved project participants.</b></p> <p><b>A Youth Specialist will work with youth to maximize participation and help them identify and seek adult coach/mentors from their counties to maximize their participation within</b></p>	<p>Regional planning meetings planned and implemented monthly by Co-conveners with input from Regional Team, Administrator and Evaluator through March 2008.</p> <p>The Directing Team will organize and hold a Systems Thinking Workshop for regional participants from all sectors.</p> <p>The Directing Team will partner with local foundation and state partners to hold capacity building workshops.</p> <p>Regional meetings monthly</p> <p><b>Regional Team provides input for revised workplan for year one and year two in January 2008.</b></p> <p><b>Youth coach/mentors 1/08-3/08</b></p> <p><b>Evaluators provide report to the Regional Team by January 2008 and then quarterly thereafter.</b></p> <p><b>Youth train adults spring 2008.</b></p> <p><b>Community-wide workshop/conference summer 2008/fall 2008.</b></p> <p><b>Implementation grant developed after RFP in fall/winter 2008.</b></p> <p><b>Regional Team leadership capacity builds over time.</b></p>

			<p><b>their counties.</b></p> <p><b>Year 2 – In addition to previous. Regional Team members work closely with the Co-conveners and Organizational Partners to plan and implement monthly meetings and project events with input from administrator and evaluator.</b></p> <p><b>Youth leaders will train adults in how to engage youth and participate in national leadership training opportunities.</b></p> <p><b>The Directing Team and evaluators will provide feedback to the regional team.</b></p> <p><b>The Directing Team and regional team will use the participatory feedback to help them reach their goals.</b></p> <p><b>Regional Team is self generating activities in support of the core values, purpose, vision and identified strategies.</b></p>	
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**Goal III: Community planning reflects shared learning, systems thinking and use of the Hierarchy of Choices.**

Outcome	Objective	Benchmarks	Main Activities to reach objective	Timeline
<p>Community members will understand current reality, benefits (assets), and opportunities for change in local food, fitness infrastructure and health systems.</p>	<p>County teams will understand the opportunities within their counties and region for policy and system change to support identified vision, strategies, tactics, etc.</p> <p>The Regional team will identify the political, social and physical opportunities they have as a larger five-county community.</p> <p>The Regional team will identify new opportunities from a state and national perspective.</p>	<p>Year 1</p> <ul style="list-style-type: none"> <li>• County teams will demonstrate an increased understanding during sharing.</li> <li>• Participation by the greater community will be demonstrated.</li> <li>• A written core values, purpose, vision, and strategies will be completed.</li> <li>• Number of workplaces participating in workplace wellness learning or activities will be measured.</li> <li>• Number of workplaces that have adapted and adopted workplace wellness activities.</li> <li>• Number of school districts reviewing school wellness policy and considering them in relation to the project.</li> <li>• Number of producers that reporting local food production to the Buy Fresh Buy Local Campaign.</li> </ul> <p>Year 2 – In addition to previous.</p> <ul style="list-style-type: none"> <li>• <b>County teams will develop a list of assets and opportunities related to each of the systems and the interface of those systems.</b></li> <li>• <b>The regional team will share county input to develop a regional list of community assets and opportunities for policy and system change.</b></li> <li>• <b>The regional team will finalize and prioritized opportunities.</b></li> </ul>	<p>Year 1</p> <p>Web casts will be developed by Co-conveners with assistance from ISU Extension and presented for County Team discussion to include background information on the project concepts, community build environment, workplace wellness activity opportunities, school wellness policy, and other topics.</p> <p>Attendees will learn about the current reality, opportunities based on assets of fitness, health and food systems independent and across systems from local, state and national experts.</p> <p>County teams will discuss and make recommendations to the regional team based on the web-t-casts and the discussion.</p> <p>The regional team will select communities for learning about system changes in each county for infrastructure.</p> <p>The regional team will share information about the county team learning to gain and understand the regional perspective.</p> <p><b>Convener will develop and present web casts for County Teams to explain existing local food system components and on-going work of NIFF.</b></p> <p><b>Regional Team will share information from county meetings about local food system discussion.</b></p>	<p>Web T-cast 2 per month developed by ISU Extension and Co-conveners through September 2007.</p> <p>Web T-cast at least 1 per month (by ISU Ext. and Co-conveners) through March 2008.</p> <p>Year 2</p> <p><b>Web T-cast as needed with subjects to be generated by county and regional teams developed by ISU Ext. and Co-conveners after March 2008.</b></p> <p><b>ISU Extension breeze technology to be used as additional tool for shared learning after March 2008.</b></p> <p>Ongoing efforts will be made to identify learning opportunities.</p> <p><b>Other learning opportunities provided for community members provided by partners throughout.</b></p>

			<p><b>Attendees will learn about the current reality and opportunities based on assets of systems from each other.</b></p>	
<p>The regional team will have used the hierarchy of choices model to develop a common language, and a purpose, vision, and strategies, with partners across the region.</p> <p>Programs, promotion and policy that lead to systems change will be shared and tactics and activities will be clarified and prioritized.</p> <p>The community understands what a healthy community looks like with regard to food and fitness systems and why the collaborative has been formed.</p> <p>A Community Action Plan will be developed for Northeast Iowa.</p>	<p>The Community will have a shared purpose, vision, and strategies.</p> <p>The Community will have prioritized tactics and activities.</p> <p>The Community will have a common language that is easily communicated.</p> <p>The Community will have a stake in the Community Action Plan because they developed it.</p> <p>Key messages will be used to relate the health impact of greater access to local healthy food and increased places for physical activity.</p> <p>Key messages will be used to convey the citizens and communities role in changing policy.</p>	<ul style="list-style-type: none"> <li>• <b>Number of communities considering changes in their built environment.</b></li> <li>• <b>Number of Northeast Iowa planning workplace wellness strategies and sharing information.</b></li> <li>• <b>Number of school districts from across the region are learning from each other and sharing information about school wellness policy.</b></li> <li>• <b>A communications strategy is implemented.</b></li> <li>• <b>The number of tools available for county and regional team members.</b></li> <li>• <b>A Community Action Plan is submitted.</b></li> </ul>	<p>The Directing Team will partner with Kellogg to identify, fund and foster learning opportunities and inform the community members about them.</p> <p>Regional Team members and Organizational Partners will engage in learning opportunities including organizational team building and systems training.</p> <p>Community partners will gather additional baseline data, information and tools that will lead to systems change.</p> <p>Community partners will provide additional learning opportunities.</p> <p><b>Year 2 – In addition to previous The regional team will work with the Co-conveners, Organizational Partners and Communications Team to create a set of messages and talking points that can be used to explain the project.</b></p> <p><b>Interested Regional team members will work with the Co-conveners and Communication Team to develop effective communication tools and distribute.</b></p> <p><b>Youth will use a survey monkey to identify healthy food choice in school concessions, demand and potential.</b></p> <p><b>Project participants will share site information about specific, successful programs at county and regional meetings and encourage trial of programs that will help the community learn.</b></p>	<p><b>Community members will engage in learning workshops in April and November and as invited by the W.K.Kellogg Foundation.</b></p> <p>Workplace wellness learning will occur in the fall and winter of 2007.</p> <p>School Wellness learning will occur winter 2007/2008.</p> <p>Infrastructure learning will occur winter, spring 2008.</p> <p><b>Communication tools developed Feb through March 2008.</b></p> <p><b>Youth survey monkey winter 2008.</b></p> <p><b>Community sharing and discussion across the region beginning April 2008</b></p> <p><b>Community Action Plan developed fall and winter 2008.</b></p>

			<p><b>Co-conveners, Regional Team and other partners will plan a community wide conference to share information and learn from broader community.</b></p> <p><b>Regional Team will work with Directing Team to articulate learning and develop the Community Action Plan.</b></p>	
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**Goal IV: Northeast Iowa’s understanding of the relationship between system change is reflected in environmental and policy change.**

Outcome	Objective	Benchmarks	Main Activities to reach objective	Timeline
<p>The community will have a greater understanding of policy related to the access of healthy food and physical activity in schools, the workplace and neighborhoods.</p> <p>Schools, employers and community members, communities select/develop and share policy that can be implemented in the Community Action Plan.</p>	<p>Workplaces consider and review workplace wellness policy.</p> <p>Schools consider and review school wellness policy.</p> <p>Schools consider and review school food procurement and school food policy.</p> <p>Private and Public workplaces will value workplace wellness as a vital component of success and adopt policy to reflect that understanding.</p> <p>Schools adopt wellness policy that effects system change for youth.</p> <p>Formal and informal policy makers have a vested interest in the success of the Community Action Plan.</p>	<ul style="list-style-type: none"> <li>• Number of workplaces to review wellness policy.</li> <li>• Number of schools to review wellness policy.</li> </ul> <p><b>Year 2</b></p> <ul style="list-style-type: none"> <li>• <b>Number of schools to change policy.</b></li> <li>• <b>Number of workplaces to change policy.</b></li> <li>• <b>Number of workplaces to establish a new workplace wellness program.</b></li> <li>• <b>Number of workplaces to adopt policy to support financial contributions to community built environment and/or food systems infrastructure.</b></li> <li>• <b>Increased community participation in the CHNAHIP process and a shift from public health focus on problems/needs assessment to an asset based approach.</b></li> <li>• <b>Number of community participants providing input to public health for CHNAHIP assessment.</b></li> <li>• <b>Type of dialog – used to gather input from the community for public health planning.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Public Health Liaison will develop and present web casts for workplace wellness policy to explain importance of reaching adults during the day in their workplace.</li> <li>• Public Health Liaison will explore and present information on school wellness policy.</li> <li>• A minimum of two workplaces in each county will be selected for workplace wellness education by team members.</li> <li>• Community members will identify school districts within each county to participate in wellness policy review.</li> <li>• Project Health Liaison will coordinate workplace wellness and school policy learning opportunities.</li> <li>• School liaisons in each county will work with project convener to review school wellness policy and identify opportunities.</li> <li>• Luther students will work will Luther College partners to complete workplace wellness health risk assessments and do comparative analysis on those assessments.</li> <li>• Luther students will use the workplace wellness assessments and input from county meetings to identify and complete projects in each county that gather and share assessment information about the communities.</li> </ul>	

			<p><b>Year 2</b></p> <ul style="list-style-type: none"> <li>• <b>Environmental and policy opportunities for increased access of local healthy food and physical activity in the schools, workplace and neighborhoods will be identified and shared with teams and the greater community through web-t-casts and videos.</b></li> <li>• <b>Collaborate with public health to build a process that builds on assets and opportunities.</b></li> </ul>	

**Goal V: Systems planning is sustainable with strong private and public sector investment.**

<b>Outcome</b>	<b>Objective</b>	<b>Benchmarks</b>	<b>Main Activities to reach objective</b>	<b>Timeline</b>
<p>The Community Action Plan that is submitted to the W.K.Kellogg Foundation is for a plan that is sustainable beyond the involvement of the W.K.Kellogg Foundation and not dependent on grant funds from any entity.</p>	<p>Planning will be expanded through financial contributions from other partners.</p> <p>Private and Public policy makers will shift policy making to reflect greater learning and result in increased technical and financial assistance to increase healthy lifestyles.</p> <p>Private and public sectors are vested in the planning process</p> <p>Businesses and agencies develop plans related to proactive activities and partnerships rather than reactive.</p>	<p>Funds leveraged</p> <p>Number of businesses and agencies that shift policy to be proactive rather than reactive</p> <p>Pilot project for learning started, completed and/or proposed.</p>	<ul style="list-style-type: none"> <li>• Community Foundation, IDPH and Wellmark Foundation will conduct two day long workshops to build the collaborative and grant writing capacity of the community members.</li> <li>• Northeast Iowa RC&amp;D will contribute additional funds for infrastructure mapping.</li> <li>• ISU Extension will contribute additional funds for technical assistance related to...</li> <li>• Grants will be developed by the regional team and submitted with assistance from Directing Team including RWood, McElroy, Safe Routes to School grants.</li> <li>• Partners will provide grant writing training to community members with additional training about the limited scope of grants as a tool for change.</li> </ul> <p><b>Year 2</b></p> <ul style="list-style-type: none"> <li>• <b>All project partners will encourage local contribution to priorities as determined by the Regional Team.</b></li> <li>• <b>Project participants will encourage Community Foundations to dedicate a portion of their funds to food and fitness....</b></li> <li>• <b>The Regional Planning Team will consider sustainability in development of strategies and activities</b></li> </ul>	