

# NE Iowa Food & Fitness Initiative

## Assessment Update

### January 30, 2008

#### **Fitness Environment Assessments:**

- **Barrier Mapping**

Teresa Wiemerslage is coordinating this project in her county. She is currently recruiting volunteers to map various sections of sidewalk environments in the communities of Waukon and Postville. She will work with Chris Seeger to plot the sidewalk barriers and photos on a web page for communities to use in their planning

- **Walkable/Bikeable Mapping**

On 1/11/08 Dr. Chris Seeger, ISU Extension Communities and Landscape Architect wrote, "I am just about ready to launch this project and will be in touch with each of the individual's below after classes get started. I am still sorting through some student assistants so look for a message from me the week of the 21st to get things rolling. Thanks." Chris

On 1/11/08, Dr. Kata McCarvillek, Upper Iowa University Asst. Professor of Geosciences wrote to Chris and Brenda: "The GIS course is in our early spring term -mid Jan-mid March. We could certainly do some data gathering and it would fit in nicely with our coursework. I would like to take on a more comprehensive role in Fayette County, and we would like to develop at least some maps to a final form – but we have the opportunity to do that in Volga State Rec Area and in some other parks, too. So, if the Walkable-Bikable maps for this go-round were to come through ISU, that would be fine.

County Walkable/Bikeable Community Mapping Contacts:

- Clayton County – **Elkader** – contact: Dan Lane, Clayton County Extension Education Director at [danlane@iastate.edu](mailto:danlane@iastate.edu) ; work phone: 563-245-145; 120 S. Main, P.O. Box 357 Elkader, IA 52043 AND Tim Englehardt, Clayton Co. Conservation Director, at [cccb@alpinecom.net](mailto:cccb@alpinecom.net) ; work phone: (563) 245-1516 ; home phone: (563) 245-2431.
  - Fayette County – **Fayette** – contact: Gale Bishop at [gbishop@geotree.org](mailto:gbishop@geotree.org);
  - Howard County – **Cresco** – contact: Rob Hughes at [rhughes@howard-winn.k12.ia.us](mailto:rhughes@howard-winn.k12.ia.us); principal at Elma and Lime Springs Elementary Schools for Howard-Winneshiek Schools; work phone: +1 (563) 566-2221; home phone: +1 (563) 547-1112; cell phone: +1 (641) 330-5409; 828 8th St. E., Cresco, IA 52136
  - Winneshiek County – **Calmar** – contact: Ron Bullerman is postmaster at Ridgeway Post Office and cannot receive e-mail there, so he suggests e-mailing him at Kelly Real Estate's general e-mail at [Kelly@davekelly.com](mailto:Kelly@davekelly.com) His work phone is 563-737-2701 and his home phone is 563-563-3249.
- **Luther College Student Assessments** – see [www.iowafoodandfitness.org](http://www.iowafoodandfitness.org) , click County Planning Team and then click Community Assessments by Luther College Students
    - Sidewalk Assessments of Allamakee County – Waukon, Waterville, Postville
    - Barrier Mapping of Clayton County – Elkader
    - Walking & Happiness of Winneshiek County
  - **GAPS where information may still be needed around Fitness Environments:**
    - #3: Assessing Parks & Recreation Fitness Environments (Pgs 1-7)
    - #4: Assessing Active Transportation Fitness Environments (Pgs 1-7)
    - #5: Assessing Community Design/Land Use (Pgs 1-7)

### **Workplace Wellness Assessments (9 worksites)**

- Workplaces were sent a follow-up note in December and January.
- Farmers & Merchants, Good Samaritan, Isle of Capri, Tapt Out Stein and Dine have responded and have shared information re their wellness efforts to date.
- Ann is exploring useful ways that they can share information with each other.

### **School Wellness Policy Assessments (5 schools)**

- Cindy and Ann have reviewed all 5 school wellness policies using the 5 mandated policy requirements as a guide.
- They have site visits scheduled for North Winneshiek and Starmont schools.
- They are waiting to hear from Allamakee, Clayton and Howard re a date for site visit.
- **GAPS where information may still be needed around Fitness Environments:**
  - #2 Assessing School Fitness Environments

**Local Food System Assessments (5 counties):** see [www.iowafoodandfitness.org](http://www.iowafoodandfitness.org); click on Resources; click on Survey Work

- **Institutional Survey**
  - Goal: To identify current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc) within our region.
  - Webcast: Over 140 institutions were surveyed in Fall 2006 and results presented.
- **Household Consumer Survey**
  - Goal: To identify current and future purchasing patterns of local food products on household consumers in our region.
  - Webcast: The results of the survey (high speed internet connection required) are available on-line
    - Allamakee County Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Clayton County Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Howard County Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Fayette County Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Winneshiek County Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Regional Sample Summary Report ([pdf](#)) & Percent Distribution ([pdf](#))
    - Copy of the survey ([pdf](#))
- **Asset Mapping Survey**
  - Goal: What fruits, vegetables, dairy, poultry and meat products are produced in our region? (Source: 2007 NE IA Local Food Directory)
  - Maps available online:
    - [Local Fruit & Vegetable Producers](#)
    - [Local Meat & Egg Producers](#)
    - [Area Farmers Markets](#)
    - [Grocery & Food Stores](#)
    - [Convenience Stores](#)
    - [Food Processors](#)
    - [Public Lands & Trails](#)
- **Economic Analysis**
  - Goal: What economic impact does growing these fruits, vegetables, dairy products, poultry and meat products have on our region?
  - Webcast and Data results coming soon

- **Base-Line Survey**
  - Goal: What is the base-line sales of dollars locally grown food in our five county region?
  - Webcast and Data results available in Local Food System Survey #2
- **GAPS where information may still be needed around Food System Environments:**
  - #6 Assessing the Food System: Producing
  - #7 Assessing the Food System: Eating

## **Evaluator's & TAP Team Feedback Summaries For NE Iowa F&F Initiative January 2008**

### **WKKF Food & Fitness TAP Team Report:**

This report includes a summary of the visit, strengths and challenges of your collaborative, recommendations for technical assistance, and identified follow-up. Please note that this report is a snapshot in time compiled from individual reports by TAP members following this visit. In some, but not all cases, updates may be noted. The report provides a record that we can look back upon together while charting the course ahead.

### **Site Visit/Consultation Summary"...**

- Evidence of cooperation across communities
- Leadership on board
- Partnership history is related to food and food systems
- Youth are engaged, present and contributing
- Government @ town and state level are engaged @ least to some extent
- Engaged strong evaluation leadership to include Luther students
- Support from Leopold Center

### **Partnership Summary**

- Collaborative is experienced

### **Youth Summary**

- Role youth play in the county meetings is unclear
- There is an opportunity for more youth involvement.

### **Communications Summary**

- NE Iowa F&F coalition is ready to communicate and is sophisticated in use of technology
- Partnership leadership - including NIFF show great interest in determining how to best communicate their message
- Myriad of storytelling opportunities - need a focused strategy for telling these stories during implementation

### **Evaluation**

- Cornelia and Loren well connected even though they do not get to meet face-face often.
- It's not clear how the assessments needed for baseline data will be coordinated with the overall evaluation plans.

