

**NE Iowa Food & Fitness Initiative  
Regional Leadership Team Meeting, January 30, 2008  
Baker Village Commons, Luther College, Decorah; 11:00 am – 2:00 pm**

	Allamakee		Clayton		Fayette		Howard		Winneshiek
X	Lana Snitker	X	Halesia Johnson	X	Scot Michelson	x	Rob Hughes		Eric Nordschow
	Danielle Bucknell		Tim Englehardt	X	Sue Burrack	X	Elaine Govern	X	Karen Foster
X	Solveig Hanson	X	Brian Rodenberg	X	Joe Organist		Ronda Hughes	X	Rick Edwards
	Alt Vacant		Carole Glawe		Vicki Rowland	X	Larry McGee	X	Lindsay Erdman
X	Abby Myers	X	Brandon Freidlein		Trent Moeller		Sam Lepa	X	Kate Mansfield
	Vacant		Mila Hugo		Alexis Spain		Tannor Burke	X	Hannah Ranum
						x	Carmen Dohlman		
	<b>Diversity Reps</b>		<b>Adm Team</b>						
X	Paul Rael	X	Brenda Ranum						
	Viktoria Stockman	X	Ann Mansfield						
	Leah Brown	X	Lora Freist						

Others present: Teresa Wiemerslage, Vanette Grover, Judy Isaacson, Jane Schadle, Nancy Yelden, Krista Vandebriink, Charlie Baier.

**Youth Team Update**

- The youth are conducting School Concession Stand Food Assessments at each of their schools. Highlights:
  - Clayton County working on survey, expecting 500 people. They are providing fruits and veggies for ITBS testing; Health Fair in March would like to have help from FFI people.
  - Allamakee still working through the details
  - Winneshiek dates have been postponed, but ready to go
  - Howard Co will do their survey with 8-10 computers on Friday.
  - Fayette is will be doing their survey soon.
  - Schools vary with administrative support; recommended that students talk to school board members if there are issues. The group suggested adding a space for visiting team fans to contribute. The information will be shared with the concession group sponsors.
  - Suggestion to do a pilot with a concession stand with all healthy food because when dealing with choices, people tend to stay with the poor choices.
  - If other schools are interested in doing the survey at their schools, the information is available.
  - State speech contest will be held in Decorah—might be another opportunity for a survey.
  - Portability of the food is a consideration.
- Youth Team members have submitted an Action for Healthy Kids Grant Proposal. After receiveing feedback from the sponsor, the grants are being rewritten and will be resubmitted.
- Youth Leadership Networking meeting on March 14-16 in Tucson, AZ. At this time, Hannah, Carmen and Trent are considering attending.
- The Youth Team requested \$2500 to help with their assessments and other programs.

**Sharing of Assessment Ideas/Budget Needs for Year 2**

- Jane Schadle from Iowa Dept of Public Health presented information on a regional Community Health Assessment led by the county Public Health departments. PH does this as part of their

work every five years. The fact that the five counties have been meeting as a group is something new out of the FFI. Ordinarily each county does an independent assessment process and reports to the state health department. In the past the assessment has been a collection of comments from health care providers and community leaders.

- The 5 county health departments are proposing a common assessment which will allow them to assess the status of their county and allow them to compare to others and look at regional trends. This data differs from that collected before because (1) the general public is being surveyed vs. the service providers and leaders and (2) the survey questions will focus not only on health problems but also health assets (what kind of healthy behaviors are present i.e. exercise habits, eating habits, etc.) In short, this assessment will provide us with health information about our population that we currently do not have.
- Regional Team Comments: Have information available on a city or zip basis

**Next steps for Learning from Underserved and Minority Communities**

Setting up a teleconference with VISIONS to talk about the challenges we have reaching the minority audiences. Need to also look at underserved populations. There may be a need for additional funding for this group.

**Update on Safe Routes To School**

The proposal was approved at state level and forwarded to federal level. It looks favorable that we will receive the grant.

**New Assessment Model**

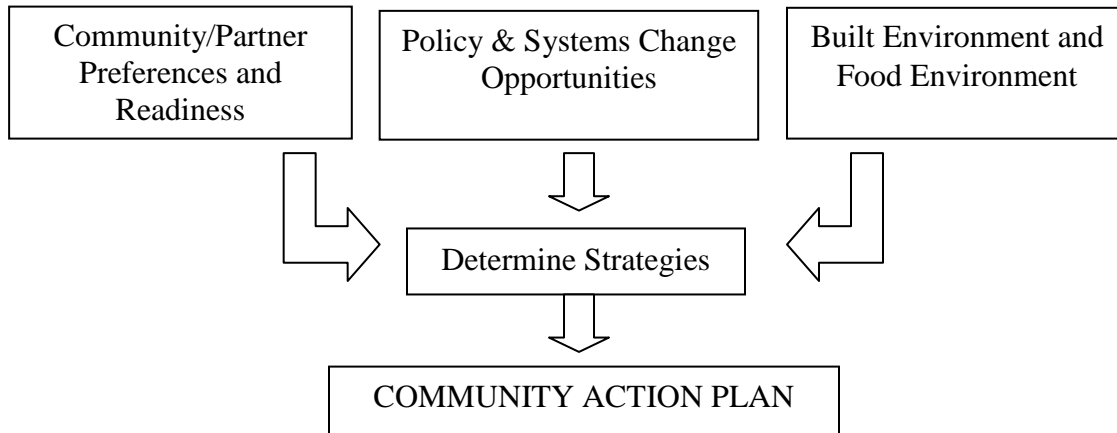
TAP team members shared a new tool for the communities to use at the Co-Convenor meeting on Jan 24. We need to look closely at the following domains to be sure we have assessed and studied them

Fitness Domains: Community Design - Active Transportation – Parks, Recreation – Schools  
 Food Domains: Producing – Processing – Distributing – Retailing – Preparing – Eating

adequately.

After studying the domains, we can finalize our vision and community goals.

The three streams of assessment data will help us with our planning.



**Discuss Year 1 & 2 Plan of Work & Budgets– due to W.K. Kellogg Foundation February 2008**

- Regional Team members reviewed the Plan of Work for Year 1 and Year 2. Here is a summary of the comments.

- We have a branding responsibility to get information out to the public and to be a credible source of information. We need to have a visible presence in the community that is respected.
- Need to add more specifics as to education activities (i.e. communications to school, community, etc) Discussed whether communication and education need to be its own goal.
- Member Transition: How can we continue to engage people engaged when we change topics. How do we perpetuate youth involvement? How do we handle transition?
- One goal was to create a learning organization. Find ways to learn, teach, research and understand. Do surveys and assessments to understand the reality and ways to learn more and ways to teach others. We have a learning obligation and educating obligation.
- There is a need for education about the planning process and a need for education about the implementation process. Educate entire community on the planning process and how they can be involved and engaged. Need to think about system instead of projects.
- Some systems are hard to change. ie: school system. These places need 3-5 years to see system change and these places need to be connected and engaged now in order to see some changes in the next 5-8 years. SRTS and wellness policies start to open the doors. If schools don't model and plan for the changes, won't see it happen. Suggested to have a concentrated effort to do planning with the schools (pilot).
- Determine the organizational structure for implementation phase
- Determine the web presence and resources for the implementation phase
- Regional Team members discussed the Year 1 & 2 Budgets
  - Motion by Rick Edwards to move up to \$7500 from line 8 to cover deficiencies in lines 11 and 12. Karen Foster seconded. Motion carried.
  - Motion by Lana Snitker to move \$2500 from line 9 to youth budget. Karen Foster seconded. Motion carried.
  - Motion by Rick Edwards to spend \$15,000 from line 6 and apply to the county health assessment survey. Karen Foster seconded. Discussion on the awareness of funds that are available and a process needs to be put in place so that projects can presented and judged fairly. Motion was rescinded.
  - Motion by Rick Edwards that any unspent balances will be transferred to Year 2 into line 6. Elaine McGovern seconded. Lora will check to see if that is acceptable. There were strong feelings toward a larger project budget for Year 2. Motion carried.
  - Pending the decision from WKKF as to how to handle the remaining Year 1 funds, Rick Edwards moved to transfer \$31,000 from Year 1 line 6 and \$14,000 from year 1 line 1 to Year 2 line 6 if needed (Plan B).
  - Rob Hughes moved to allocate \$15,000 to public health assessments from line 6, Year 1. Rick Edwards seconded. Motion carried.

A sign-up sheet for **Work Groups** was presented. Work Group members are:

- **Vision Deployment Matrix & System Thinking** – Sue Burrack, Scot Michaelson, Eric Nordschow, Haleisa Johnson, Teresa Wiemerslage, Matt Kabliska, Ann Mansfield and Brenda Ranum (WKKF – Kara Werner & Kathy Zurcher)

- **June Conference Planning** – Ann Mansfield, Vicki Rowland, Dani Bucknell, Carol Glawe, Sue Burrack, and Jane Schadle
- **Communication Planning** – Judy Isaacson, Lana Snitker, Joe Organist, Karen Foster, Teresa Wiemerslage, Denise Rhiner, Ann Mansfield and Brenda Ranum (WKKF TAP Team)
- **Community Health Assessments** – Jane Schadle, Krista Vanden Brink, Nancy Yelden, Matt Kabliska, Ruth Schemmel, and Allamakee County PH, Loren Touissant, Cornelia Flora (WKKF TAP Team– Laurie Lachance)
- **Built Environment Assessments** – Teresa Wiemerslage, Rick Edwards, Lindsay Erdman, Scot Michaelson, Brian Rodenberg, Elaine Govern, Tim Englehardt?, Chris Seeger (ISU Professor)and Kata McCarville (Upper Iowa Professor), (WKKF TAP Team - Rich Bell)
- **Youth Assessments** – Vanette Grover, Brian Rodenberg, Brandon Friedlein, Mila Hugo, Abby Myers, Trent Moellers, Carmen Dohlman, Sam Lepa, Tanner Burke, Kate Mansfield, and Hannah Ranum (WKKF TAP Team – Becca)
- **Underserved & Minorities** – Lora Friest, Paul Raul, Viktoria Stockman, Leah Brown, Larry McGee, Lori Egan, Ann Mansfield, Brenda Ranum, (WKKF TAP Team – Deborah Walker)

Meeting adjourned at 2:20 pm with the following items moved to the February Agenda:

- Review Timeline and Discuss Work Groups
- Work Group Discussion
- Review W.K. Kellogg F&F Calendar of Events, Deadlines & Opportunities (see handout)
- Update of Assessments – Year 1 (see handout)
- Evaluator’s & TAP Team Feedback Summaries (see handout)

Recorded by Teresa Wiemerslage.