

Goal I: *Develop County Teams* that promote and support the coordination and connections within the local food, health and active living fields at the county level.

Outcome: What will happen if the Goal is reached

The leadership capacity of county planning teams will be developed *across* fitness infrastructure, health and foods systems.

Objective	Benchmarks	Main Activities to reach objective	Timeline
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 county teams will have balanced representation and discussions across systems.</p> <p>The county teams will develop protocol to ensure participation by underserved/low-resource 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>Minority/Low Resource:</p> <ul style="list-style-type: none"> • Minority/Low Resource Work Group will be formed • Diversity Training - “Community Engagement from Multicultural Perspective” will be provided for the Regional Leadership Team (overview) and this 	<p>Year 1</p> <ul style="list-style-type: none"> • Number of people attending meetings. • Number of organizations or groups represented. • Number of youth representatives attending • Number of county youth planning projects. • Number of minority community representatives at the county meetings and contacted monthly by minority liaisons • Participation of county regional representatives in county and regional meetings. <p>Year 2 – In addition to previous.</p> <ul style="list-style-type: none"> • Number of programs or presentations completed/reported by county meeting attendees. • Number of community outreach activities across system division. • Sharing of current assets and realities includes sharing that crosses traditional 	<p>Year 1</p> <p>An Organizational Partners Team will be developed to consist of community agencies 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>Organizational Partners will educate and encourage County Planning team members about the importance of engagement that includes and supports low resource, 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>County Teams provide input to regional team members about Hierarchy of Choices model.</p> <p>Team Minority/Low Resource Liaisons meet with minority/low resource community members to maximize input and increase dialog between</p>	<p>Luther Round Table web communication technology donated by Luther College, ISU Extension Adobe Connect technology and teleconferencing by convener utilized for monthly organizational partners planning meeting and Regional Work Group meetings</p> <p>ISU Extension will develop a web-site 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>Hierarchy of Choices shared in January.</p> <p>Food System Learning January through March 2008.</p> <p>Minority/low resource liaison meeting with minority and low resource community members ongoing.</p> <p>Year 2 – In addition</p>

<p>workgroup in March 08</p> <ul style="list-style-type: none"> Regional Team Work Groups will collaborate with the Minority/Low Resource Work Group to ensure appropriate processes/strategies are developed to gather data around food systems and built environments and healthy living Incorporate input from Minority/Low Resource Work Group across all of the Work Groups in the development of the shared vision, strategies & tactics creating the Community Action Plan <p>Youth:</p> <ul style="list-style-type: none"> Youth Work Group will be formed Plan for Regional Team Training – Working with Youth as Future Leaders and Decision Makers - Spring 08 Regional Team Work Groups will collaborate with the Youth Work Group to ensure appropriate processes/strategies are developed to gather data around food systems and built environments and healthy living Incorporate input from Youth Work Group across all of the Work Groups in the development of the shared vision, strategies & tactics creating the Community Action Plan 	<p>system divisions.</p> <ul style="list-style-type: none"> Number of strategies reported. Number of policy and system change opportunity reported. Number related youth projects completed. 	<p>minority/low resource community members and Regional team members.</p> <p>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.</p> <p>Team members will share meeting information with other community members outside the meetings, discuss opportunities around assets and report on that sharing.</p> <p>County Teams will identify strategies to promote and sustain system and policy change.</p> <p>County Teams report and record local policy and systems changes monthly.</p> <p>Youth, minority and underserved project liaisons will reach out to engage and encourage new partners from their respective groups with assistance and tools from Co-conveners and other partners.</p> <p>Youth, minority and low resource community liaisons will be personally invited to participate and engage in planning by project partners and community members.</p> <p>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.</p>	<p>Expanded outreach to minority/low resource ongoing. Shared learning occurs monthly between county team members at meetings and with outside community groups and members.</p> <p>Regional and County Teams identify key strategies and report on strategies, policy and system change opportunities July – September.</p> <p>Youth county planning projects ongoing.</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: What will happen if the Goal is reached

A diverse regional food and fitness leadership team will be established and functioning to build the capacity and integration across food and fitness systems.

Objective	Benchmarks	Main Activities to reach objective	Timeline
<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>The leadership team will be supportive of regional planning across systems and community development related to food, health, and fitness systems.</p> <p>Low resource,, 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"> ● Regional team members elected by county teams and meet monthly. ● Regional team adopts protocol that incorporates county input to support regional action. ● Regional team set aside a number of seats from each county for youth and minorities and integrate them into the regional planning process. ● Minorities, low resource, and youth attending, reporting, engaged, and participating. ● Regional Team begins collaboration with Organizational Partners ● Regional Team and Organizational Partners attendance at regional training opportunities together. <p>Year 2 – In addition to previous.</p> <ul style="list-style-type: none"> ● Regional community learning and outreach activities cross system division. ● Number of Regional Team involved in Work Groups ● Sharing of current assets and realities, including sharing that crosses traditional 	<p>Regional Team members will be selected by each County Team to represent all systems, minorities/low resource, 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 Team 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>Directing Team and minority liaisons from at least three minority populations and low resource liaisons will develop a plan to engage minority/low resource communities and the Regional team from a multicultural perspective.</p> <p>Year 2 – In addition to previous. The Regional Team and Directing Team will help remove barriers for youth, minority and other low resource participants.</p> <p>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 their counties.</p> <p>Year 2 – In addition to previous. Regional Team members work closely with the Co-</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 in November 2007</p> <p>The Directing Team will partner with local foundation and state partners to hold capacity building workshops in May 2007, October 2007, February 2008 and Fall 2008.</p> <p>Regional Planning Team meetings monthly</p> <p>Regional Team provides input for revised workplan for year one and year two in January 2008.</p> <p>Youth coach/mentors in March 2008</p> <p>Evaluators provide report to the Regional Team by January 2008 and then quarterly thereafter.</p> <p>Youth train adults spring 2008.</p> <p>Regional Team members participate in a Multi-cultural workshop with VISIONS in March 2008.</p> <p>Community-wide workshop/conference</p>

	<p>system divisions.</p> <ul style="list-style-type: none"> • Regional Team demonstrates greater responsibility and ownership for the project. • Respond to low participation by minority, low resource and youth at County Planning Team meetings by exploring and developing new strategies for engagement from a multi-cultural perspective. 	<p>conveners and Organizational Partners to plan and implement monthly meetings and initiative events..</p> <p>Youth leaders will train adults in how to engage youth and participate in national leadership training opportunities.</p> <p>The Directing Team and evaluators will provide feedback to the regional team.</p> <p>The Directing Team and Regional team will use the participatory feedback to help them reach their goals.</p> <p>Regional Team is self generating activities in support of the core values, purpose, vision, and identified strategies.</p>	<p>fall 2008.</p> <p>Implementation grant developed after RFP in fall/winter 2008.</p> <p>Regional Team leadership capacity builds over time.</p> <p>Regional Team members, Regional Work Groups and County Teams identify strategy and report on strategies, policy and system change July – September.</p>
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Goal III: Develop a Community Plan through a process that reflects shared learning, systems thinking and use of the Hierarchy of Choices.

Community planning reflects shared learning, systems thinking and use of the Hierarchy of Choices.

Outcome: Community members will understand current reality, benefits (assets), and opportunities for change in local food, fitness environments and health systems.

Objective	Benchmarks	Main Activities to reach objective	Timeline
<p>County and Regional 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 opportunities for policy and system change that they have as a larger five-county region.</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"> • County and Regional teams will identify opportunities for change in the local food and fitness environments. • Participation by the greater community will be demonstrated. • Number of workplaces participating in workplace wellness learning or activities will be measured. • Number of workplaces that have adapted and adopted workplace wellness activities. • Number of school districts reviewing school wellness policy and considering them in relation to the project. <p>Year 2 – In addition to previous.</p> <ul style="list-style-type: none"> • County teams will develop a list of assets and opportunities related to each of the systems and the interface of those systems. • The regional team will share county input to develop a regional list of community assets and opportunities for policy and system change. • The regional team will finalize and prioritize opportunities. 	<p>Year 1</p> <p>Web casts will be developed by Co-conveners with assistance from ISU Extension specialists and presented for County Team discussion to include background information on the project concepts, community built environment, workplace wellness activity opportunities, school wellness policy, local food systems, 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 within the food and fitness environments..</p> <p>The regional team will share information about the county team’s discussions and learnings to gain and understand the regional perspective.</p> <ul style="list-style-type: none"> - Regional Team work groups will gather additional baseline data, information and tools to help assess current reality in the food and fitness environments - Environmental and policy opportunities for increased access to local healthy food and physical activity in our food and fitness environments will be identified - Regional Team/Directing team will develop the 	<p>Web T-cast 2 per month developed by ISU Extension specialists and Co-conveners through September 2007.</p> <p>Web T-cast at least 1 per month (by ISU Ext. specialists and Co-conveners) through March 2008.</p> <p>Year 2</p> <p>Web T-cast as needed with subjects to be generated by county and regional teams developed by ISU Ext. specialist and Co-conveners after March 2008.</p> <p>ISU Extension adobe breeze technology with teleconferencing to be used as additional tool for shared learning after January 2008.</p> <p>Ongoing efforts will be made to identify learning opportunities.</p> <p>Other learning opportunities provided for community members provided by partners throughout.</p>

		<i>Draft</i> Community Action plan	
<p>The County and Regional teams will have a shared purpose, vision, and strategies.</p> <p>The County and Regional teams will have prioritized tactics and activities.</p> <p>The County and Regional teams will have developed a common language for this work.</p> <p>The County and Regional teams will have a stake in the Community Action Plan because they developed it.</p> <p>Key messages will be developed to relate the health impact of greater access to local healthy food and increased places for physical activity.</p> <p>Key messages will be developed to convey the citizens and communities role in changing policy.</p>	<ul style="list-style-type: none"> • Number of communities considering changes in their built environment. • Number of Northeast Iowa workplaces planning workplace wellness strategies and sharing information. • Number of school districts from across the region learning from each other and sharing information about school wellness policy. <p>Food System Assessments – responsible group – NIFF – reporting</p> <ul style="list-style-type: none"> • Number of producers reporting local food production to the Buy Fresh Buy Local Campaign. • Producers in Region (meat, eggs, dairy, veg & fruit, etc. • Processors in Region • Outlets for food – grocery & convenience stores • Outlets for local food – Fmr. Mkts, CSA, Coop • Sales of local food by county • Institutional practices & preferences for local food • Household survey • Food insecurity data <p>Additional Potential food surveys</p> <ul style="list-style-type: none"> • Local food in how many schools 	<p>The Directing Team will partner with Kellogg to identify, fund and foster learning opportunities and inform the community members about policy and system change.</p> <p>Regional Team members and Organizational Partners will engage in learning opportunities including organizational learning and systems thinking.</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>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.</p> <p>Interested Regional team members will work with the Co-conveners and Communication Team to develop effective communication tools and distribute.</p> <p>Youth will use a survey monkey to identify healthy food choice in school concessions, demand and potential.</p> <p>Co-conveners, Regional Team and other partners will plan a community wide conference to share information and gather input from broader community.</p>	<p>Co-Conveners will engage in learning workshops in April and October and as invited by the W.K. Kellogg Foundation.</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>Co-Conveners, Regional Team members and Organizational Partners will participate in an Organizational Learning and Systems Thinking workshop in November 2008.</p> <p>Communication tools developed Feb through April 2008.</p> <p>Youth survey monkey winter 2008.</p> <p>Community sharing and discussion across the region beginning July 2008</p> <p>Community Action Plan developed fall and winter 2008.</p>

	<ul style="list-style-type: none"> • Community gardens - #s <p>Built Environment – Work group is responsible – reporting to Reg. Team</p> <ul style="list-style-type: none"> • Community Design/Land Use <ul style="list-style-type: none"> • Trail Mapping • Facilities-spaces • Playgrounds • Additional Potential <p>Comm. Design/land Use :</p> <ul style="list-style-type: none"> ▪ Trail counters – use of trails ▪ Sidewalks – community policies <ul style="list-style-type: none"> • Active Transportation <ul style="list-style-type: none"> ▪ Walkable/Bikeable Mapping ▪ Sidewalk Barrier Mapping ▪ Park & Rec Places & Programs ▪ Schools <ul style="list-style-type: none"> ▪ SRTS ▪ Facility Spaces & Grounds ▪ Wellness Policy Implementation <p>Families/Communities</p> <ul style="list-style-type: none"> ▪ IDPH assessment ▪ Community profile data (2002 available) ▪ School Wellness Policy (5 schools) ▪ Workplace Wellness (9 sites) <p>Other possibilities</p> <ul style="list-style-type: none"> ▪ Libraries – sharing of info., book discussions ▪ Churches – “test” as an discussion venue for system & policy change ▪ City Council & Board of Supervisors Discussions re F&F 	<p>Regional Team will work with Directing Team to develop the Community Action Plan.</p>	
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	<ul style="list-style-type: none"> ▪ Civic Organization discussions • A communications strategy is implemented. • Regional Team identifies Core Values and a purpose for their work • A Vision statement is developed and shared with the county planning teams • A Vision Deployment Work Group will work with the Regional Team members to identify mental models that can help us understand the gaps between our Vision and Current Reality • Regional Team will view webcast on Systems and Policy change developed by WK Kellogg TAP team members • Regional Team Work Groups will identify the most promising opportunities for Policy and System Change in the foods, health and fitness environments and make efforts to engage local, regional & state policy makers • Strategies and Tactics are identified and prioritized by the Regional Team • Community members will submit activity plans that support the Core Values, • Vision, Strategies and Tactics identified as most promising for Policy and System change • Regional Team members will 		
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	<p>create a Community Action Plan.</p> <ul style="list-style-type: none">• A Community Action Plan is submitted.		
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Goal IV: Northeast Iowa's understanding of the relationship between system change is reflected in environmental and policy change.

Outcome: 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. Schools, employers and community members, communities identify and share policy that can be implemented in the Community Action Plan.

Objective	Benchmarks	Main Activities to reach objective	Timeline
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<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 identify policy to reflect that understanding.</p> <p>Schools identify 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"> • Number of workplaces to review wellness policy. • Number of schools to review wellness policy. <p>Year 2</p> <ul style="list-style-type: none"> • Number of schools to identify opportunities for policy change related to food and fitness environments. • Number of workplaces to identify opportunities for policy change related to food and fitness environments. • Number of workplaces to support the establishment of a new workplace wellness program. • Regional collaboration by county and state Public Health staff to develop an assessment process related to healthy communities. • Increased community participation in the CHNAHIP process and a shift from public health focus on problems/needs assessment to an asset based approach. • Number of community participants providing input to public health for CHNAHIP assessment. 	<ul style="list-style-type: none"> • Co-Conveners will develop and present web casts for workplace wellness policy. • Co-Conveners will explore and present information on school wellness policy. • A minimum of two workplaces in each county will be selected for workplace wellness education by County and Regional team members. • County and Regional team members will identify school districts within each county to participate in wellness policy review. • Co-Conveners will coordinate workplace wellness and school policy learning opportunities. • School liaisons in each county will work with Co-Conveners to review school wellness policy and identify opportunities. • Luther students will work will Luther College partners to complete workplace wellness health risk assessments and do comparative analysis on those assessments. • Luther students will use the input from county meetings to identify and complete assessment projects in each county that gather and share assessment information about the communities. <p>Year 2</p> <ul style="list-style-type: none"> • 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. • Collaborate with public health to build a process that builds on assets and opportunities. 	<p>Webcasts focusing on school wellness policies developed and viewed in October 2007.</p> <p>Five schools are selected to review their school wellness policies in October 2007.</p> <p>Webcasts focusing on workplace wellness policies developed and viewed in November 2007.</p> <p>Ten workplaces were selected to participate in a Workplace Wellness University Training in November 2007.</p> <p>Luther students complete assessments by December 2007.</p> <p>Community health assessment process will be complete by December 2008.</p>
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KEY:

- Bolded text denotes work slated for Year 2 and unbold text denotes work slated in Year 1.
- Term Directing Team – includes Co-Conveners (Brenda Ranum and Ann Mansfield) and Administrator (Lora Friest)
- Acronym CHNAHIP – stands for Community Health Needs Assessment Health Improvement Plan