

NE Iowa Food & Fitness Initiative Regional Leadership Team Meeting

The NE IA FFI Regional Team met on March 26, 2008 at Country Inn and Suits in Decorah, Iowa at 11 am.
Present:

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

Others present: Dan Lane, Vanette Grover, Teresa Wiemerslage, Barb Sauser, Judy Isaacson, Jane Schadle, Deborah Walker, Rick Pinderhughes, Lori Egan.

Deborah Walker and Rick Pinderhughes from the WKKF TAP Team were present to give a 45 minute training on “Community Engagement from a Multicultural Perspective.” The goal of this training was to better understand the diversity and underserved audiences and issues in our area. They reviewed the Principles of Community Engagement (see handout 1). We need to ask ourselves whose community are we addressing? Who is at the table? More details are posted on the website.

Comments from group:

- Have we considered the city vs. country diversity?
- Iowa nice—Does the TAP team see the phenomenon in the other communities where people don’t want to start controversy and therefore don’t discuss the real issues? A: Yes, we need to work on making the environment safer for people to feel they can express their issues.
- There is an unspoken status quo on how to do things and not rock the boat because you threaten the power structure (tradition, mindset). How do we break through and become part of the power structure without alienating those who are not involved? A: Who in the community are seen as less than and better than? How do they relate? Need to understand that all of us are on one side or the other for different dynamics—and strive to create bridges.
- Where do Single parent families fit? A: Class and possibly gender issue
- Does the message need to be different for stay at home dads? A: We need to expand our way of thinking to address all these questions.
- Speed of change tends to be slower in our area. People are not as accepting of change especially in the smaller communities.
- Immigration status: interesting and ironic how unwelcoming people can be when the majority of families were immigrants.

- Is our job at the Regional Team to celebrate the diversity even when there isn't as much diversity present? Some of the diversity tends to be more subtle—not obvious by appearances. A: Raise consciousness of diversity within your group. Be able to recognize, understand and appreciate who I am and what others bring to the table. Start with yourself, then the group that is like you, then to other groups.
- Easier to look at similarities. But our differences are what causes us to be authentic and real with each other and embrace those and celebrate them.

We broke for lunch and Work Group Sessions.

Youth Team WG: The Youth Team gave a presentation on their trip to Arizona. They had a great time and are looking forward to the June trip. Brandon gave a report on the Clayton Ridge School Health Fair on April 9 from 11 am-1:30 pm. Their school wellness committee would like to invite any groups interested in having a booth to participate.

Communications WG: They are working on a budget request to send to the resource committee for materials and supplies for communication materials development. They are working on the graphics and logo. They are waiting for the final vision statement so that the key messages can be developed. They are looking at display options. How do we work in the communications plan that the Youth developed?

Inclusive Team: They announced the new name for their team which was determined the previous evening in a work session with the TAP Team. They learned about the 9 components of diversity and recognized the need to focus on all areas. The purpose of the Inclusive Team is to: 1) Work to ensure diverse populations have access to the planning process and voices are present during the planning and community action planning phases, 2) Investigate and report on needs of various communities; 3) Empower various diverse populations; 4) Educate and be educated by the various diverse populations represented. They are resource for regional team, work groups, communities and ourselves.

Schools: 4 of the 5 schools have been visited by Ann Mansfield and Cindy Baumgartner. The School Wellness people would like a chance to meet with each other. The WG is considering a workshop in June or August for this audience. Comments were made to have the workshop sooner than later as school menus are being planned and commodities ordered for the next year. At this time, it looks like 3-4 people and 1-2 youth from each of the FFI districts will be asked to participate. A second meeting will be open to other districts. The strategic planning for the schools could take 2-3 years before implementation is seen.

Built Environment: This WG worked on the built environment inventory tool and will test the tool at parks in their counties in the next week. The goal of the inventory is to locate where the opportunities are for recreation for children, youth and families in the area. They will teleconference and finalize the instrument. Each WG member is responsible for contacting a county planning team member or other person to help gather the information in that county. We need to have the information collected by mid-May in order to have a final report ready by June. Photos of the locations will also be taken to aid in our assessment. Janel has a group that would be willing to collect photos for us.

Community Health Assessment: The Public Health directors and Jane Schadle have been meeting almost monthly in person or by teleconference. They are working on measuring the health status of the population for benchmarks. This assessment would give us the ability to document change. They have

completed key informant interviewed by Luther students and the results are posted on the WG page. These informants identified issues. PH will also do community focus groups with the County Planning Team meetings and a population survey. They are looking to identify what we need to do to improve health status of people in NE IA and where are the gaps.

Resource Development: (Was not able to meet this month so will not meet until Wed., April 16th, 9 am – 11 am). Regional Team work groups are to submit in writing requests for funds to do their work to Ann or Brenda by Monday, April 14th. These requests will be forwarded on to the Resource Work Group by Tuesday, April 15th along with an updated Year 2 budget. This work group will make recommendations and these will be sent to the Regional Team along with the budget and agenda by Friday, April 18th.

Vision Deployment Matrix: The new draft of the vision statement is ready. Now they are working on developing the mental models. Their next meeting is April 9th, 9:00 am – Noon in Calmar.

NIFF Coalition: Recently completed producer/lender meetings in each county to gather more information on the needs for a local food system. Over 160 people participated and there was excellent news coverage (paper and TV). These results are posted on the webpage. Several people also met with Hal Shroer, a food consultant from Minneapolis on the next steps in food system development. The next meeting of the NIFF Coalition is April 10th, Noon – 1:30 pm.

Review WKKF F&F Calendar of Events, Deadlines & Opportunities

▪ **WKKF Calendar of Events**

- May 15th – Deadline: Year One Report due to WKKF
- June 24th - 26th - WKKF F&F Conference in Detroit, MI (travel June 23 and June 27) Janel and Larry are thinking about going. Lora indicated that Leah and a youth from the Jewish community may be interested in attending as well, although they would need to fly out.
- November – Anticipated Distribution of RFP for Implementation Phase
- February 2009 – Anticipated Deadline for Submission of Implementation Grant Proposal
- April 1, 2008 – Anticipated start of Implementation Phase

▪ **County F&F Planning Team meetings**

- Next steps for January - March food webcast & NIFF Producer discussions
- Upcoming meeting topics
 - April County Team Meeting – View video - “What’s Right With the World”, discuss “working vision statement”, and next steps related to the Hierarchy of Choices
 - May County Team Meeting – View on-line webcast – Linking the Health of our Community with Local Healthy Food and Active Living; PH directors will be presenting this in person at County Planning Team meetings
 - June County Team Meeting – View webcast – Policy & System Change
- Visit by John Turenne to Northeast Iowa – April 17 & 18
 - You can learn more about him and his work at <http://www.sustainablefoodsystems.com/>.

Next Regional Leadership Team Meeting: Wed., April 30, 2008, 11 am – 2 pm, tentatively set at Luther College, Decorah
