

**Allamakee County Food and Fitness – County Meeting #1
Summary of Focus Group Data and Meeting Notes**

Strengths:

- **Local Food System**
 - GROWN Locally's home delivery
 - Grocery Stores sell some local foods
 - Farmer's Markets
 - Pop's Produce
 - Space for crops
 - People like gardening
- **Local Fitness & Play**
 - City Parks with playground equipment
 - Trails (walking, bike and horse)
 - Yellow River, Effigy Mounds, Mississippi River
 - YMCA (Postville) & Wellness Center (Waukon)
 - School's weight room
 - Healthy Lifestyle Center
 - Outdoor recreation
 - Space for trails and recreation
- **Local Health - General**
 - Hidden resources in the community (health professionals)
 - Hospital's Step-by-Step program & Lighten Up Iowa

Opportunities:

- **Local Food System**
 - School Lunches
 - After-school programs
 - Grow Farmer's Markets
 - Grocery stores
 - Restaurants
 - Work sites – where people live and work
 - Food Co-op with whole grains and organic foods
 - Provide incentives for farmers to grow healthy local foods
- **Local Fitness & Play**
 - Trails that are safe (walking and biking)
 - Sidewalks – for biking and walking
 - Educational programming (fun and part of routine)
 - Open gym space for free play
 - Recreational programming for families
 - Indoor pool for aerobics
 - Rec/aquatic centers

- **Local Health**
 - Link local food with recreational activities to increase tourism and improve local economies
 - Educating families how to be active, play and eat together and make healthier choices.
 - School wellness programs.

Challenges:

- **Local Food System**
 - Lack of local healthy foods in stores & restaurants
 - Lack of system to market local food sources
 - Need education re what is healthy to eat
 - Need education on how to cook healthy whole foods
 - Need education re budgeting to afford healthier food choices, but food need to be affordable.
 - 71.2% poverty so food must be low-cost.
 - Area land is not always owned locally

- **Local Fitness & Play**
 - Lack of safe trails for walking and biking
 - Lack of low-cost (affordable) recreational indoor facilities for families and youth (under age 12)
 - Lack of time for working parent families for recreational activities
 - Travel required to reach recreational activities

- **Local Health**
 - Families not eating meals – time, cost, knowledge of what & how to cook healthy
 - Families only have time to prepare a “quick” meal
 - Families are short on time – health should be fun and incorporated into daily routine
 - Lack of motivation to change (easier to watch tv, play computer or video games)
 - Current lifestyles create high stress – don’t know how to manage
 - Real lack of knowledge by people about health