

Northeast Iowa Local Food and Fitness Planning

Project Summary

The Northeast Iowa Food and Fitness Initiative will build on the emerging partnerships that are being formed between people in the agricultural sector, the health sector, recreation and economic development. This initiative will bring a diverse group of additional community stakeholders, including citizens, leaders and policy makers from local, state and federal private and public agencies and organizations together to develop a plan for long term system change. It will be led by community members and include county planning teams, a regional leadership team, outside advisors and best practices. It will enlist the aid of community members to evaluate current programs and systems, identify barriers to system change and examine local, state and federal policy that may be impacting their health. Community members will also assist with pilot projects that will define and demonstrate potential solutions for implementation of the plan.



Northeast Iowa is a leader in the region in local food system development and creation of fitness infrastructure. They have also been actively engaging in efforts to address trends in childhood obesity, hypertension and diabetes throughout the project area. Unfortunately, these efforts have not shown sustainable success or impact on the systems that dictate health. Community leaders and citizens have responded by coming together for this initiative to plan and gather resources that can affect system change and impact long term health. Physical activity levels and healthy eating will not only be stressed during the initiative, they will become integrated into the system so that they impact daily living at work and school. Communication between counties and communities will increase. They will share successes and failures, identify and address barriers within the community, define goals and strategies and frame messages for better public marketing.

Ten years from now, Northeast Iowans will be proud to have healthy kids, healthy families and a healthy community. Childhood obesity rates will drop and the percentage of pre-diabetic children will decrease. Community health will be everyone's business and the residents will better understand the systems that influence the health of the public. Access to local healthy food and fitness infrastructure will not only be abundant they will be celebrated and valued! They will be integral components of a healthy community system that provide links between local food systems, fitness infrastructure and community health programming! Private and public policy and financial investments will reflect the importance of local food, fitness infrastructure and health programming for well being of children, families and communities!

Strategies to provide resource support for county and regional planning teams.

The structure of this planning initiative brings together participants from the grass roots level together with the policy makers and people controlling the funding mechanisms. At a basic level, the dynamics of that structure will increase support for local investment in resources to engage the county and regional planning teams.

The county level planning teams will be organized and facilitated in each county by a team of people including Iowa State University Extension Directors, County Public Health and Economic Development Directors from and in each county. The overall budget was developed with input from these county partners to determine who felt they could contribute with and without financial compensation and what resources would be needed to successfully complete the planning process.

\$100,000/year budgeted for “Co-Convener – ISU Extension County – 1 FTE” is actually divided between the five counties for personnel and supplies as follows. It includes .5 FTE for the primary convener, Brenda Ranum from ISU Extension Winneshiek County. This .5 FTE pays for her time to organize her own county meeting as well as providing overall assistance and supplies to the regional planning team and the other counties. It also includes .1 FTE for three counties to secure the time and supplies of their County Extension Directors. These County Extension Directors will work with their County Economic Development Directors and their County Public Health personnel to organize and facilitate their respective county planning teams, including Howard, Fayette and Clayton Counties. Finally, it includes .2 FTE for the Allamakee County Extension Director and supplies. She will not only work with her County Economic Development Director and County Public Health person to organize her county planning team but also provide assistance with internet based communications and information distribution for the entire project area. ISU Extension’s state office has committed matching funds of \$201,700 of in-kind to make additional resource professionals available for the project, as well as cash commitment of \$25,000.

Funds are also budgeted for county meeting space and food. Each county planning team will have approximately \$2,000/year to ensure these basic facilities needs are met.

\$20,000/year are allocated to each county planning team to insure that their County Public Health partner has the resources and time they need to be engaged in the discussion. This budget amount, itemized as “Guidance from County Public Health” was determined based on input from each county public health director who estimated the time they would have available for participation in county and regional planning meetings and the amount of funding needed to ensure their availability. Because some county public health participants are restricted by their funding structure, these funds assure the resources from all county public health departments will be available to the county and regional planning teams. The State of Iowa will also continue to provide additional assistance to these county and regional planning teams.

Because the time commitments of the county health departments may limit their participation outside of county and regional meetings, additional resource support for community engagement in the county level planning teams will be provided as needed through another mechanism. A part-time “Food and Fitness Initiative Program – Health Advisor” will be hired to provide health and wellness planning assistance to the county and regional teams and the collaborative as needed. This position will be filled by a qualified person and is intended to supplement what Public Health professionals will be contributing and is not intended to be a full-time, permanent position. \$30,000/year has been allocated for this assistance.

Additional funding is included in the budget for “Pilot Projects.” Although specific pilot projects were suggested by the Co-leaders based on previous input from participating stakeholders throughout the region and Best Management Practices, each county will discuss the potential use of these funds. The funds are intended to be available to provide additional resources for participants to complete pilot projects or access information and resources that might not otherwise be available. As the County Planning Teams learn about Best Management Practices, share information and begin formulating strategies, they will begin to understand and convey the best use of these funds to the Regional Food and Fitness Planning Team. The Regional Food and Fitness Planning Team will then direct these funds to have the *maximum* impact on plan development. They may or may not decide to use the funds for pilot projects.

Private and public groups that existed before the formation of the county and regional food and fitness planning teams continue to thrive. These groups include the Northeast Iowa Food and Farm Coalition, several citizen led physical infrastructure and trail groups that meet throughout the region, the five county supervisors group, a five county food service worker group, a five county economic development team, county Women, Land and Legacy planning teams and many other formal and informal groups that meet within each county. Many of these groups are passionate about specific aspects of food and fitness and are sending representatives to the county meetings. These groups will be powerful partners for bringing in speakers and helping gather information for their county teams within their respective areas of interest. They have already expressed support and interest in the project and many of these groups have already been volunteering and gathering information. (These groups could be represented on the model as sub-committees within each county and within the region.) These groups not only send community members from all walks of life as representatives to participate in the county meetings, they provide a link to public and private resources from within and outside the project area.

Additional request will be made to Community Foundations and Gaming Revenue Committees, as well as other appropriate private and public organizations, as the county planning team discussion progresses and additional needs and partners are identified. As County Planning Teams identify additional planning resource needs other than those mentioned, such as speakers and/or resource materials, NE IA RC&D and other partners will assist with grant writing. The Wellmark Foundation, Iowa Department of Public Health, Decorah Community Foundation, ISU Extension and NE IA RC&D have also agreed to partner to provide educational funding workshops that will help the county teams understand how to maximize public and private funds within their communities and from outside sources to help with the planning process.

Additional requests to state and national funders will also be made on behalf of the region for project components that are identified by the regional planning team or the co-leaders to be beneficial to the development of the plan regionally. These funds will be dispersed to the counties through the regional planning team to each county to be directed by the county planning team.

Description of data used to describe the health status at the county and regional levels

Local, county and state partners have collected data from specific sub-populations, within the schools, at the county and regional level, and statewide. These data sets include those collected over a short period of time for specific projects and those collected every year for several years. Some of these data sets provide information that can be compared to national information from the Centers for Disease Control and Prevention and State of Iowa Department of Public Health Division of Health Promotion and Chronic Disease Prevention. For example, Jane Schadel from the Iowa Department of Public Health has already processed state data tables to extract county information and develop regional analysis of the information for overweight and obesity trends over the past decade. This information was summarized in a power point presentation recently presented in meetings throughout the project area.

Data sets include the following:

- State data sets include mortality, morbidity, prevalence, data as well as prevention and health behavior data such as BRFSS data.
- State data sets also include county level data sets such as accident, health behavior, county needs assessment and hospital discharge data. Some of the county assessments included health surveys.
- Kids Count data sets and School Health Survey data is available for youth populations and some recent school research in the region measured BMI on over 2700 cohort groups of children in fourth and fifth grades to provide overweight data and impact measures for nutrition and exercise programs.
- Healthy Iowans is a public health report and planning document, which, like Healthy People, documents current measures of health status in over 30 chapters and establishes health improvement goals for the state.
- Taking a broad definition of health status – the US census provides us data on education, income, employment, housing, transfer payments, and etc to judge the relative stability of the populations in the region.
- While we have not done geo mapping relative to health measures – that service is available to us.
- WIC and MCH and Clinics for children with handicaps do have aggregate data available about the populations that use their services.
- Public health and school based measures of immunization; health screening and health sports physicals are available in the aggregate.
- Some schools are measuring BMI on all students and some are doing it at the beginning and end of the academic year – these measures, though done by the school staff does not meet the research rigor that the Iowans Fit For Life project adheres to. These school measures are usually consistent in their manner of measurement.
- Vegetable consumption can be documented from the grocers and food warehouses.
- School menus and purchasing can offer insights into diet provided in that setting.
- School vending machines and pop machines offer other opportunities for measurement of consumption -- all of the schools now have health policies though not all include improved vending options or limiting vending times.
- Average size of clothing sold in the project area is documented by retailers.
- The number of employees participating in employer fitness membership incentives is recorded by several employers in the project area.

Data for the needs assessment and baseline data collection to document local food access and environments that promote physical activity at the county and the regional levels

Each of the county food and fitness planning teams include members of the Northeast Iowa Food and Farm Coalition (NIFF). With assistance from the Leopold Center for Sustainable Agriculture and the Regional Food Systems Working Group and NIFF Coalition members, NIFF is in various stages of implementing surveys to gather base-line data that will document changes in the local food system at both county and regional levels. Some of these surveys also serve as needs assessments for this project. Survey results will also be made available to the county and regional planning teams to help with planning at both levels. Surveys include the following.

- **Institutional Survey** – To identify current and future purchasing patterns of institutions (schools, hospitals, care centers, restaurants, etc. Over 140 surveys from the five county region were returned. Results are being analyzed by ISU Extension Farm Management Specialist and will be available in April, 2007.

- **Household Consumer Survey** – To identify current and potential purchasing patterns of local food products on household consumers in our region. The survey was sent out in February to 1200 consumers in the 5 counties. Results will be available May 2007.
- **Asset Mapping** – To determine what fruits, vegetables, dairy, poultry and meat products are produced in the region. An Iowa Farm Bureau Research Analyst is working with the NIFF Coalition to enter data to create overlaying GIS maps for the following scenarios:
 - 1st – Map of Institutions in 5 county region that currently sell or are potential sites to purchase local foods (restaurants, schools, colleges, hospitals, etc.)
 - 2nd – Map of Farms currently producing and selling food directly to vendors/consumers in 5 county region
 - 3rd – Map of Processing Centers (light processing; meat lockers, etc.) in region
 - 4th – Map of Trails/RV Parks where tourists would travel, consume food --- opportunity for food institutions to make connection to local foods from producers, healthy foods, safe foods, etc.
 - 5th – We discussed listing where current distributors of food are located that serve our region to discuss how to market excess produce.
- **Economic Analysis** – An analysis of the economic impact of growing fruits, vegetables, dairy products, poultry and meat products would have on the region will provide some useful data about current and future consumption of 5 fruits and vegetables/day. Using information prepared by Tim Johnson, an ISU Extension Economist will begin in April of 2007 to evaluate the following 3 scenarios.
 - adult and oldest child current;
 - adult and oldest child consuming 5 servings a day of fruits and vegetables (including meat and dairy);
 - adult and oldest child 7 servings a day of fruits and vegetables (including meat and dairy).

The assumptions on production and consumption patterns will be same as the previous studies completed by Dr. Dave Swenson. Meat and dairy will assume a smaller percentage of consumption monthly, but will be consumed year-round to meet consumption requirements. Craig Chase will work with Dave and others as needed to analyze data and connect most current health and nutrition data.
- **Base-Line Survey** – *What is the base-line sales of dollars locally grown food in our five county region?*
 - Data is being collected from Institutions through the Institutional Survey. Dr. Craig Chase will be able pull this data out of the Institutional Survey data collected.

Additional baseline data for the needs assessment as related to local foods and physical environments is provided by several community organizations and activities including the following.

- The **Buy Fresh/Buy Local Directory** provides a listing of local producers in the project area, in 2004 and in 2007. The number and variety of local food producers and restaurants offering local food options can be compared to future listings. Documentation of the funding source for this publication will also provide information on shifting perceptions and values related to local food availability and promotion of local foods.
- The cities, counties, regional planning organizations, community foundations, local non-profits and regional non-profits all track **dedicated public funds, grants and project applications**. We will use these to evaluate trends in public funds, project submission and project adoption related to support of local food systems, fitness infrastructure and wellness programming.
- **Local food maps and recreational maps** available through the communities provide base-line data on multiple levels, including information on actual infrastructural components but also providing information on perception of importance of distribution of this information to the public via printing number, access and

distribution methods. The number distributed/demand by the public is also an indicator of use of this infrastructure.

- Some of the communities have **documented trail use** and will continue to document as requirements for grants related to trail development.
- **Additional maps, created by state or regional organizations**, provide base-line data, including information on local food system components such as farmers markets, CSAs, and U-pick operations and fitness infrastructure components including location and distribution of trails, community parks, community/fitness centers and health related businesses.
- **School wellness policies** have been developed in each school. The changes in those wellness policies to reflect increased participation in local food systems, increased physical fitness and increased wellness-programming recommendations. These changes include items like the number of days/week that physical education is required, the public access to school weight rooms and courts after hours, what is allowed in vending machines, the required wellness programming for students and teachers, etc.
- If funding is received by the Robert Wood Johnson Foundation purchase of healthy local foods will be tracked in six schools in the project area.
- The *Northeast Iowa Business Network Benefit Profile 2006* and the *Northeast Iowa Business Network Profile vs State* both provide valuable baseline information about work environments and employer mind-set with regard to promotion of physical activity in northeast Iowa. They document the percentage of employers that provide fringe benefits. Over one-third (33.7%) of the employers located in the Northeastern Iowa Business Network region who were randomly selected to participate in the survey provided input on fringe benefits being offered (534 were sent the survey, 180 provided responses). Results are detailed by four benefit category offerings (Insurance, Paid Leave, Retirement, and Additional Benefit Offerings), industry sector, and employment range amongst full-time and part time employees. Additional Benefits Offerings included “fitness club membership” broken down by type of employer, size of employer, and comparing the regional percentage to the state-wide percentages. As business owners become more aware of the health and financial benefits of healthy communities this information can be used annually to track changes in the percentage of employers that provide “fitness club membership incentives” as part of their additional benefits offerings.
- **Increases from zero** will be also be indicators for several potential changes, including the number of walkable school buses planned, the number of communities plans developed to increase non-motorized movement through the community, the number of employers developing policies/budgets that include annual contributions to fitness infrastructure, etc.
- Partners are developing and considering distributing a **household health survey** of 1000-1500 community members.

The planning process

The planning process will involve several teams of community members, including five County Food and Fitness Planning Teams and a Regional Food and Fitness Planning Team. These teams will bring together diverse representation from throughout the project area (including representatives from many of the private and public groups that existed before the formation of the county and regional food and fitness planning teams such as the Northeast Iowa Food and Farm Coalition, several trails groups, school Wellness Committees, Women Land and Legacy teams, food service workers, the Postville Diversity Council, FFA and other youth groups.) The food and fitness planning teams will also include policy makers that have expressed an interest in participating including County Supervisors, Soil and Water Commissioners and Iowa legislators. These team members will be participating as equals and are expected to provide a communication link to a greater public

through their communication with the other existing organizations, groups and through daily interaction with community members.

County Food and Fitness Planning Teams will meet monthly throughout the project period. They will start by learning about the issues, sharing information, listening to presentations and engaging in discussion to gain a greater understanding of the significance of obesity and health indicators at the local, state and nation level. The facilitators will share Best Management Practices and success stories. Participants will move forward by engaging in dialog around local food systems, local fitness infrastructure and local health programming through small and large group discussion. This will allow them to share information across their areas of expertise, between the different disciplines, to learn how the systems are interconnected, what is working and what could be done to build stronger systems and stronger connections between the systems. This dialog will help them develop and prioritize ideas for how to create a healthy community within the context of their county. Small group dialog will allow input and sharing from all participants. Large group discussion will help these county teams develop a common language, identify opportunities to move forward within their county, identify methods that will increase the likelihood of success and identify and prioritize strategies and goals to be recommended to the Regional Food and Fitness Planning Team. As the county teams identify the resources they need to move forward, they will also work with project partners within and outside of the county planning team to identify methods of obtaining those resources.

The County Food and Fitness Planning Teams will nominate three to five representatives from their county to serve on the Regional Food and Fitness Planning Team, which will also meet monthly. The representatives from each county must include one youth and one youth mentor. The Regional Food and Fitness Planning Team will start by sharing and evaluating information about what is occurring in each of the five counties and also listen to presentations about region-wide efforts related to food and fitness. This team will evaluate localized successes for potential duplication across the region. They will also seek out resources that will help the county teams overcome common planning challenges. They will work with resource professionals to understand Best Management Practices and how county planning strategies and goals can be pulled together for the benefit of the region and develop regional strategies and goals. They will be responsible for identifying if and within which counties to initiate pilot projects and the goal of the pilot projects. (The county teams will have input for where pilot should occur in their county.) This process will provide a mechanism that will help county planning teams explore opportunities while coordinating activities throughout the region. This regional team will be responsible for processing county information and merging it with information from across the region to develop the final regional plan for food and fitness that will ultimately be presented to the W.K.Kellogg Foundation.

An unlimited number of students will be encouraged to participate in the county planning. Their goal will be to be a voice for Northeast Iowa youth. Students will be recruited by 4-H leaders, FFA, teachers, coaches and be self-selected. Students will be treated as equals. These youth will be responsible for keeping communication lines between youth and adults open, working with other county planning team members to engage community members, encouraging other youth to actively participate and providing a strong voice for youth among the adults. Youth mentors will provide support for the youth and be a strong voice for youth. At least one youth must be included in the delegation from each county to the Regional Food and Fitness Planning Team where they will be considered equals.

Leadership training will be provided during the project period. This training will improve the quality of the planning process and encourage strong youth and adult leadership throughout the region.

The proposed leadership teams connection to the regional public health leadership.

The Iowa Code establishes a local Board of Health in each county. Each BOH has created a local public health agency to carry out the health activities and be a local presence for public health. A regional public health consultant serves to provide leadership, education, mentoring and liaison services between the local public health and the Iowa Department of Public Health, which is the state public health. At the state health department, the Office for Healthy Communities (Jane Schadle) serves as lead for this project within the department. The state, regional and local public health leaders have met with the Commissioner of Health and committed to engagement in this work, development of local programming to improve health status and creation of a community health planning process to assess health needs and build implementation plans for improvement. The state and regional health leadership (Jane Schadle and Jaci Miller) work together to provide support and guidance for local public health, Ms. Schadle sits on the project state group and will provide leadership liaison connections to that body.

Each County's local public health has been invited to be one of three coordinating public agencies to lead the County Food and Fitness Planning Team meetings. They will assist with and be engaged in the county planning meetings and information sessions. They will be in regular communication with the evaluators and project leaders to provide and receive information and report on county meetings. Regional and state leadership have been part of preparation for informational/education sessions leading up to planning and expect to continue with that participation. State and Regional public health will also facilitate a series of strategic planning meetings with the five county local public health leaders and agency staff to build better and more coordinated health planning initiatives. Public health at all levels will work with the project leaders to respond to needs as identified by participants throughout the project area. This has already happened with their input and assistance in development of an educational video and development of additional regional planning and grant writing workshops. State and regional public health are working on a team with the leaders to develop a planning conference for May of 2007 and a grant writing workshop for September, 2007. These are co-sponsored by the Wellmark Foundation, the NE Iowa Community Foundation, the state Offices for Rural Health and Healthy Communities. Future learning sessions will be convened as the group identifies learning needs and moves the planning process forward.

The public health county level planning process connection

As one of the coordinating agencies, each of the local public health departments is part of the county planning group and regularly engaged in the discussions and planning. They will be providing information on Best Management Practices, more in-depth information about county and regional public health indicators, answer questions related to the interface between public health, local food systems, fitness infrastructure and health programming. The county public health departments will be aware of and potentially engaged with each health improvement initiative, providing information on successful initiatives, advising on potential initiatives and gathering and dispersing information as requested.

Each local county health department also has to fulfill their core public health functions by doing a regular health needs assessment and developing programs to meet population health needs. As a result of this project – the five local county health departments will coordinate their needs assessment efforts to produce an assessment and plan, not only for their county but also for the region. This baseline data will be the benchmark for measurement of change in population as a result of health improvement programming or initiatives.

The results of public health needs assessment will serve as the benchmark and basis for population measures and build a data-base for trend measurements. The reports of these needs assessments will serve as information guiding the county planning groups and when combined will serve as the basis for development of health improvement initiatives. Future assessments can be used to document progress, measure impact of programs, monitor trends, establish population indicator sets and create directions for planners.

Partnership structure, operation, and decision making

Once formed, the Regional Food and Fitness Planning Team will be the final authority for this project. They will work as a team to develop the final plan based on input from the County Food and Fitness Planning Teams, the Regional Youth Food and Fitness Planning Team, Best Management Practices, experts from which they have sought information, participatory evaluation results, and other inputs as they identify during the planning process. They will develop, review and approve the final plan before its submission. With guidance from the W.K.Kellogg Foundation and project leaders, they will determine the need for and use of pilot projects. The project leaders will provide technical assistance to county and regional planning teams, identifying experts, best management practices and resources that are beyond the scope of the local teams. Project leaders will attend all Regional Food and Fitness Planning Team meetings to ensure they are responsive to the needs of the group and providing resources in a timely manner. The project leaders will also work with local, regional, state and outside partners to identify opportunities that would be beneficial to the regional team for development of the plan and present those opportunities to the regional and county teams. The county planning will be facilitated by the three previously mentioned coordinating agencies. They will provide structure for the county meetings but the project leaders will meet with them regularly to plan, share and coordinate county and regional meetings.

The Project Co-Conveners will work with partners to ensure all Food and Fitness County Planning and Regional Planning meetings, conferences and workshops outlined in the proposal are planned, conducted, facilitated and reported on in accordance with best practices. ISU Extension Winneshiek County will collect and provide regular reports from the county planning meetings to the Project Administrator, the Project Evaluators and the Regional Planning Meetings. The Project Administrator will report to the W.K.Kellogg Foundation.

The Project Evaluators will use the reports to evaluate the progress and report back to the Regional Food and Fitness Planning Team and the Co-Leaders. The Project Evaluators will work closely with the project leaders to ensure they gather information from participants and distribute their evaluation to participants in a timely manner to allow for shifts in the project planning process.

The Project Administrator will combine the reports with others, as needed, to create a clear picture of the food and fitness activities in the region for the W.K.Kellogg Foundation. Other related reports and activities would include evaluation reports and any pilot project reports but they may also include those related to the proposals submitted to other foundations and partners including, but not limited to the RWJF, RJ McElroy Trust, the Wellmark Foundation, Iowa Department of Public Health, etc. The Project Administrator will distribute W.K.Kellogg Foundation funds as outlined in the budget and approved by the Regional Food and Fitness Planning Team. The Project Administrator will also provide grant identification and grant writing assistance to the Regional Food and Fitness Planning Team to further the planning process. The approved partners will track their time and expenses and submit them for reimbursement to the Project Administrator.

Evaluation will inform the planning process.

The evaluation process is designed to be participatory and give feedback to the planning process to describe the current situation in terms of the community capitals/assets available and document how they are being used to move the plan forward. The evaluators will start the process by meeting with the coordinating agencies and project leaders to explain participatory evaluation and provide a data collection/evaluation instrument that can be used to gather standardized, consistent, information at all organized/formal meetings. This tool will allow organized data collection that the project evaluators can review monthly. They will review the information and provide informal short analysis each month to the coordinating agencies and project leaders. These reviews will be presented to the participants along with meeting minutes at monthly meeting. These summary reports will provide the information project participants will need to respond and shift the process. Therefore, the people involved in developing the strategies will be providing feedback on the process. A more in-depth, formal analysis will occur quarterly and be reported to the same partners as well as on the web-site and through the list-serve to the public at large. A project evaluator will also attend each Food and Fitness Regional Planning Meeting to provide similar input at the regional level to develop a deeper understanding of the planning and provide personal reports at monthly meetings.

The collaborative progress will be tracked during the planning process

We have a series of indicators described in terms of which organizations are at the different meeting. We would also document actions that are taken by the organizations acting in a variety of collaborations and partnerships. (The project leaders have begun developing a database of participants and the organizations they belong to both formally and informally. This database will be used to identify the different participating organizations.)

The proposed timeline will support a comprehensive planning process

The timeline is intended to provide a rough guideline of project activities. Although the county teams have already begun meeting and listening to the issues, the regional team will not be created until June or July of 2007. Leadership training occurs at the beginning of the project. From June 2007 through September 2008 the teams will be meeting to participate in continual learning and engage in discussion. It will be the project leaders and coordinating agencies responsibility to satisfy the participant's need to be engaged and keep the teams focused throughout that time period. Leaders will share BMP's with county and regional teams. Help them understand the components of a local food system and the broad spectrum of physical infrastructure related to fitness. Participants will share success stories from within and outside the region, school wellness policies and lunch programs will be reviewed, information will be sought out concerning existing and potential workplace wellness strategies, and speakers will be asked to present information at the request of the participants, etc. Although they will be in constant communication with the regional team, the county teams will provide their final recommendations to the regional planning teams between September 2008 and January 2009. The regional teams will combine information from the county teams, determine potential assessment and gathering activities and interventions and complete other activities as outlined in this proposal. From October 2008 through March 2009 participants will plan for and distribute information at public conferences. The Regional Plan will be completed by April 1, 2009.

The proposed timeline supports a comprehensive planning process by bringing together a diverse group of community members to listen and learn from each other, seek outside information and understand Best Management practices over an extended period of time. It provides the time needed to identify current needs and issues, understand how policies impact those issues and develop a better understanding of how system weaknesses and strengths impact the success of any plan.

Inclusion of minority and disenfranchised community members

The early discussion and presentations will lay the groundwork and develop connections between minority, underserved, divergent and disenfranchised community members and organizations. Minorities and youth have already been actively sought out and involved in the process. The design of the initiative will provide opportunities and settings for them to present ideas, challenges and solutions. Project leaders will continue to engage minority and youth participants in county planning team meetings. The meetings will be held at times that are conducive to attendance and respectful of religious holidays, time, and other considerations that could prohibit participation by any one segment of the population. Minorities and youth will be represented on the regional planning team.

Timeline considerations

The timeline is flexible and will respond to the monthly participatory input. It satisfies the community member's need to be engaged in the process while keeping them focused on the plan development. It gives participants ongoing and immediate opportunities to provide feedback into the planning process. It develops and nurtures community champions by building youth and adult leadership right from the start and encourages monthly participation so that the community stays focused on the issues and moves forward. It encourages the community to engage youth in county and regional meetings. It also provides opportunities for public learning, discussion and input at conferences that are planned with assistance from new community leaders, who have developed a sound understanding of the project. It provides time for broader, interdisciplinary learning that will lead to prioritization and development of a focused plan by the end of the project period.

Northeast Iowa Food and Fitness Initiative Budget Breakdown \$500,000 award over two years

Cash and In-kind contributions that were defined by partners

	Year 1 Match	Kellogg Award	Year 2 Match	Kellogg Award
Personnel & Supplies				
Convener – ISU Extension County – 1 FTE	\$ 40,900	\$100,000	\$ 40,900	\$100,000
Bookkeeping, Accounting and Auditing – NE IA RC&D		\$ 5,000		\$ 5,000
Guidance from County Public Health		\$ 20,000		\$ 20,000
Food & Fitness Initiative Program - Health Advisor		\$ 30,000		\$ 30,000
ISU Extension State Technical Support	\$100,850		\$100,850	
Iowa Farm Bureau Staff Assistance & Media	\$ 7,500		\$ 7,500	
USDA/NRCS RC&D Coordinator Assistance ¼ time (Plus RC&D equipment and Board time)	\$ 40,000		\$ 40,000	
Evaluation Leadership (North Central Regional Center for Rural Development)	\$ 10,000		\$ 10,000	
Participatory Evaluation – Luther College & NCRCRD		\$ 25,000		\$ 25,000
Pilot Projects – total proposed	\$ 15,500	\$ 38,000	\$ 10,500	\$ 23,000
Education and Policy Evaluation				
Well Workplace University Training for 10 employers	\$ 7,000			\$ 2,000
School Wellness Policy Analysis	\$ 5,000			
Conferences	\$ 10,000	\$ 10,000	\$ 15,000	\$ 20,000
Other				
County meetings food and room	\$ 500	\$ 9,500		\$ 10,000
Development of Media and Marketing	\$ 5,000		\$ 2,500	\$ 2,500
Kellogg Leadership Training (required)		\$ 3,500		\$ 3,500
Leadership Team Building	\$ 2,000	\$ 5,000	\$ 5,000	\$ 5,000
Translators for diverse community members		\$ 4,000		\$ 4,000
Total Budget by year	\$244,250	\$250,000	\$232,250	\$250,000