

**Northeast Iowa Food and Fitness Initiative  
Core Values, Purpose, Working Vision & Draft Strategies  
September 2008**

**1. CORE VALUES for the NE Iowa FFI:**

- Healthier People/Stronger Communities
- Inclusiveness
- Stewardship
- Innovation & Creativity
- Empowerment
- Relationships
- Local Food & Wellness

1. Healthier People/Stronger Communities  
HEALTHIER PEOPLE → (lead to) → STRONGER COMMUNITIES → (lead to)  
HEALTHIER PEOPLE → (lead to) → STRONGER COMMUNITIES →
2. Inclusiveness  
We believe that by taking advantages of the individual difference within our “partnership group”, we will affect policy changes related to healthy lifestyle that help all members of society now and for future generations. ☺
3. Stewardship  
We will maintain and improve the health of our communities through responsible utilization of our physical, natural, fiscal, cultural and human resources.
4. Innovation & Creativity
  - Using innovative and creative approaches to a healthy lifestyle will help:
    - Educate the community
    - Improve physical fitness and healthy eating habits
    - Create economic growth in Northeast Iowa
5. Empowerment  
We believe that access to good information and resources creates unlimited potential to improve life.
6. Relationships  
We believe that honest, open, respectful relationships will lead to a spirit of cooperation and productive actions.
7. Local Food & Wellness  
We value Northeast Iowa’s ability to provide locally produced food and wellness opportunities for all.

## 2. **PURPOSE for the NE Iowa FFI Collaborative – Quality Living**

Our collaborative provides the leadership needed to work with communities in Northeast Iowa to develop and implement a shared vision that includes access to locally grown foods and wellness opportunities for all, while having fun!

## 3. **Working VISION statement for the NE Iowa FFI:**

Northeast Iowa is a unique place where all residents & guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

## 4. **Draft STRATEGIES - Long lasting approaches to be used across the Initiative to achieve the Vision.)**

### 1. **Ensure that school district policies & practices support healthy living of children, families and community members.**

**Sample Tactic #1:** *Farm to School:* Institute a farm-to-school program to incorporate fresh, local produce and other foods into schools meals while teaching children about local agriculture.

**Sample Tactic #2:** *Playgrounds:* Provide equipment and playground facilities for active play.

### 2. **Ensure that fresh, local, healthy food is available and affordable in all communities, neighborhoods and institutions.**

**Sample Tactic #1:** *Local Food System:* Support local and regional food systems by creating regional infrastructure for processing and distribution and investing in new and existing farmers.

**Sample Tactic #2:** *Farmers Markets:* Establish accessible Farmers' Markets or farm stand programs in underserved areas.

### 3. **Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.**

**Sample Tactic #1:** *Complete Streets:* Complete the sidewalks and streets to support walking and biking in all neighborhoods.

**Sample Tactic #2:** *Safe Routes to School:* Institute a *Safe Routes to School* Program to improve safety and promote walking and biking to school