

**NE Iowa Food & Fitness Initiative
County Planning Team Meeting Agenda
October 2008**

Welcome

- **NE Iowa F&F Initiative's Working VISION:**
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.
- **Introductions - "Share one change you've observed in your environment related to food and or fitness opportunities since you became involved in the NE Iowa Food & Fitness Initiative over a year ago."**

Regional Food & Fitness Leadership Team Report

- See "Regional Team September Meeting Summary"
- *Optional:* "NE Iowa Food & Fitness Initiative Quarterly Evaluation – Key Summary Points"
- *Optional:* "Northeast Iowa Food and Farm (NIFF) Coalition Base-line Summary Report 2008"

Group Discussion Intro – See "*The 5 M's of Successful Communication.*"

View Webcast – "NE Iowa Food and Fitness Initiative – A Shared Vision"

Group Discussion:

What messages did you hear in the presentation?

- *The NE Iowa FFI Regional Communication work group has identified the following 4 Markets for the Planning Phase of this Initiative:*
 - Schools (including staff, youth and parents)
 - Agricultural Industry (including producers, businesses and lenders)
 - Decision-makers (including legislators, elected officials and community foundations)
 - Healthcare Providers

Of the Markets listed above (the people that need to hear this message in our county), name specific organizations, institutions and/or individuals we need to carry this message to in the coming months? (Please be specific.)
- *We believe everyone affiliated with the NE Iowa Food and Fitness Initiative is a Messenger for the initiative. Which of the Markets in our county can you help carry this message to in the coming months?*

Next month you will receive a "Message" sheet so we all have a common language as we speak about the NE Iowa Food and Fitness Initiative.

Optional if 2 hour meeting: Open County Discussion

Wrap-Up & Flash Surveys