



## Regional Leadership Council Meeting Notes

February 19, 2013

Postville YMCA

6:00-8:00 pm

### Working Vision for NE Iowa F&F Initiative

NE Iowa is a unique place where all residents and 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.

### Introduction

- Welcome – Meal served
- Brief Re – Introductions
  - Council members
    - Present: Scot Michelson, Eric Nordschow, Sue Burrack, Jon Jensen, Karla Organist, Nancy Yeldon, Mary Koopman, Elaine Govern, Brandon Friedlein, Liang Wee, MJ Smith, Lindsay Gaul, Sam Iverson, Angie Tagtow, Lori Egan
    - Absent: Mary Schrandt-Prouty, Teri Orr, Joanne Tupper, Duane Willhite, Fernando Vaquero, Terry Rex, Pedro Lopez-Vega
  - FFI staff and guests: Lindsay Erdman, Dennis Keefe, Teresa Wiemerslage, Haleisa Johnson, Melanie Stewart, Erika Randal, Emily Neal, Ashley Christensen, Ann Mansfield
- Packets – Overview
  - Agenda, RLC Minutes – November 2012, WG Reports (Yr. 4, 1<sup>st</sup> Q; Nov – Jan), February FFI Newsletter, WKKF Annual Report, U of Michigan Evaluation Outcomes (2009-2012)

### Creating a Shared Vision for Healthier Communities – *Reflection of last meeting discussion*

### FFI Community Action Plan - Strategy Areas – Deeper look and discussion

- Schools – Emily Neal, FFI School Outreach Coordinator, presented an overview of FFI work in schools; highlighting progress and challenges with school wellness efforts. She posed the following questions to the Council for discussion;
  - How do we ensure our work is having a deep impact...translating to healthier students, not just more activities?
    - Dashboard measures – BMI, Interviews of parents, staff, students, Food recalls for 2<sup>nd</sup> graders, steps/day, data collection/policies,
    - Transparency in investment
    - Policy change – implementation and enforcement
    - Youth BRFSS – data re youth behaviors focused on risk
    - Buy-in from food service, teachers
    - Parent outreach is needed
    - Tie core indicators – health, behavior and academic
    - Ongoing engagement of parents, food service

- Promote benefits of environmental vitality
    - Need alignment with state, federal regulations – Very complex and counter productive
  - Do we continue to engage all schools at some level, or deepen engagement with a few districts? Do we focus on districts or buildings?
    - Need to continue to go deeper AND provide ongoing support and inclusion
    - Different levels of engagement – define for schools – doesn't have to be the same
    - Ask ourselves – Why should the school be engaged? What's in it for them?
      - What is the resistance? How can FFI help and not be an “add on”? How do we help the school in their efforts to help the child?
    - Need to reflect on potential burnout and succession planning of school wellness champions
    - If our efforts save schools money – need to document and feed back to schools
    - Provide ways to help schools raise funds to support RCs through fundraisers and other community connections.
  - How do we make our schools financially sustainable in the long run? Should schools "buy-in"?
    - Define the value of FFI school outreach and RC – in \$
    - Superintendents – There are many non-budget items that can be done to support wellness – need to make the case that it's the right thing to do
- Active Living - SRTS – Ashley Christensen, FFI SRTS Regional Liaison & Karla Organist, Senior Transportation Planner – UERPC
  - Ashley presented examples of community and schools working to establish Walking school buses, mileage clubs, event days as part of the Engagement, Education and Encouragement for active transportation to and from school in the region. Ashley's role and work is supported by an IDOT – SRTS Non-infrastructure grant to create a rural model for SRTS in NE Iowa. There are 4 areas of focus (Tasks):
    - Task 1: School Outreach and School Wellness Teams (SWT)
      - Collaboration with FFI representatives to prioritize needs and increase opportunities for SRTS work within schools.
      - Work with SWT and school staff to embed SRTS work within the school environment.
      - Interaction with students and families to communicate SRTS benefits.
      - Attend trainings and meetings to build relationships and expand knowledge.
    - Task 2: Formalize a regional SRTS program
      - Develop a regional SRTS model for rural settings.
      - Categorize schools and prioritize SRTS needs and opportunities within each category.
      - Observe current SRTS activities and education for success and likelihood of replication.
      - Attend trainings and meetings to gain ideas and expand knowledge.

Task 3: Build capacity of community decision makers and strategic partners to enact healthy community policies and practices

- Assist school districts and their communities with creating written SRTS plans.
- Integrate SRTS planning into ongoing comprehensive planning efforts throughout region by UERPC.
- Attend trainings and meetings to engage stakeholders and expand knowledge.

Task 4: Build capacity for effective communication and messaging in the region to promote active transportation to and from school

- Create SRTS messaging and materials.
- Represent Northeast Iowa SRTS efforts and FFI regionally, state-wide and nationally.
- Attend meetings and trainings to disseminate resources and expand knowledge.

- Karla Organist introduced the FFI Active Living Work Group; Scot Michelson, Lindsay Erdman, Dennis Keefe, Ashley Christensen and Karla. The focus of this group has been to assess the built environment for access to physical activity with an emphasis on promoting the opportunities that exist in addition to leadership for active transportation to and from school and destinations in communities. Karla made an open invitation for interested persons to contact her about participating in this group.

### **Developing a Plan for Long Term Sustainability**

- Updates, Next steps:
  - Outreach and Diversity
    - How do we reach more people with the work of NE Iowa Food & Fitness, especially more vulnerable families and children?
    - Updates
      - Ad hoc discussion in December 2012 – Lori Egan, Angie Tagtow, Haleisa Johnson, Jon Jensen, Ann Mansfield
        - Seek authentic engagement of members (parents) from underserved communities
        - Need: assessment of access to healthy food and physical activity; early childhood environments
      - Meeting – Fernando Vaquero, David Vasquez, Jon Jensen, Ann Mansfield – Determine interest in a small focus group with Hispanic families re access to healthy food and physical activity
      - Early childhood stakeholder planning
  - Resources and Fiscal Sustainability
    - How do we find additional revenue and embed “the work” more deeply in existing institutions to continue beyond the W.K. Kellogg Foundation funding?
    - Updates
      - Ad hoc discussion in December 2012 – Liang Wee, MJ Smith, Jon Jensen, Ann Mansfield
        - Build capacity for future funding, regional investment
      - Grant Writing Workshop – FFI Core partners – March 27<sup>th</sup>

- Potential funding opportunities in near future; Ann reviewed the list of potential funding. Will keep the RLC informed
  - Planning for fundraising in next 6-8 months; will present suggestions at May RLC meeting
- Regional Leadership Council
  - How do we evolve our structure to diversify our leadership to include the Regional Leadership Council?
    - Current areas of consideration: Parent Recruitment, Engagement and Leadership opportunities – Early Childhood and Center for Sustainable Communities – More discussion @ May RLC meeting
- Communications
  - Technical Assistance – Strategic Planning – Update in Work Group Report
- Quarterly meetings for 2013; 3<sup>rd</sup> Tuesday 6:00-8:00 pm \*\* Ann will send out a poll to determine the best meeting time and suggestions for other locations
  - May 21<sup>st</sup>
  - August 20<sup>th</sup>
  - November 19<sup>th</sup>

Notes by Ann Mansfield