



The FFI Community Health Workgroup met on May 16, 2012 at 9:30 am at Kerndt Brothers Bank, West Union, IA.

Welcome and Review of Minutes: Haleisa Johnson and Lori Egan, Community Health WG Leaders

- Anna Wikan – Dietician @ Veterans
- Flannery Cerbin – FFI Communications Liaison
- Lori Egan – NEICAC – Health Programs Coordinator
- Vicki Carolan – School Nurse – Elkader
- Ann Mansfield – FFI Co-Convener
- Haleisa Johnson – Central Community Hospital

FFI Year 2 & 3 Review: Ann Mansfield

- Review of 3 Strategies; School Environments, Food System, Walkable, Bikeable Communities; plan to add Birth to 5 for full proposal to WKKF

Messaging Campaign and Materials Update: Flannery Cerbin

- Parents of children K-3:
 - Placemats
 - Recipe & Wellness tip binders
 - Wellness fairs – Decorah and Waukon – good parent centered events; especially Waukon (372 people)
 - Idea – Create a classroom kit to take home; maybe cooking kit, checklist,
 - Maybe select a grade level in each school?
 - Idea – alternate with the back pack program – fruits and veggies
 - Working on sourcing the food

WKKF Pre-Proposal (new strategy 0-5 yrs)

- Reviewed Strategy and Outcomes
- Alignment with Institute of Medicine Recommendations
- Meeting at Luther on May 29th to draft full proposal

WIC – Recent changes reviewed:

Changes to the WIC food package:

- No Cheese- except for exclusively breastfeeding mothers - an extra gallon of milk is given in place of the cheese
- Store brands only for Peanut Butter and Cereal
- No canned beans.
- Retained the cash value vouchers for fresh and frozen fruits and vegetables. Those may be used at approved local Farmers Markets. We have not received a list of the 2012 approved sites yet.
- Distributing Farmers Market checks to children ages 2 thru 4 and breastfeeding women in Fayette, Howard and Winneshiek Counties. In the past they have expanded that to pregnant women later in June so we will have to wait and see.

NICC Early Childhood Curriculum Update: Haleisa Johnson

- Newsletter – monthly – gives FFI recognition for curriculum used
- Students have worked on updating curriculum
- Willing to partner with FFI

School Wellness Update: Applications due May 15

- Building local commitment and capacity in each school – still a journey

Kwik Trip: Ann Mansfield & Flannery Cerbin /Partnering

- Update – early meetings with Kwik Star re healthier options in NE Iowa stores
- Will need to consider the capacity of FFI to navigate this

Taking on the Weight of the Nation: HBO Documentary

- Reviewed Kits; discussed possibilities of community discussions
- Flannery will see if we can order more kits; possible for libraries, schools, etc.

NICHQ - National Institute Child Health Care Quality – Healthy Weight Collaborative
Haleisa Johnson, Ann Mansfield, Vicki Carolan, Flannery Cerbin, Nancy Yelden and Julie Parker working with IDPH and University of Iowa School of Public Health

- This is a national collaborative of 40 teams – the only one in Iowa and one of 3 in 4 mid-western states. It is dubbed a “Virtual Learning Community” to address childhood obesity using a Quality Improvement Process
- Iowa team decided to use FFI’s regional messaging campaign “Together We Grow Healthy Kids” – plan for an expanded audience to include primary care and deepen efforts in local public health in NE Iowa.
- *Be Our Voice* Advocacy Training

Community Transformation Grant: Haleisa Johnson & Ann Mansfield were asked to be on state advisory board –May 15, 2012 meeting. Neither Ann nor Haleisa were able to attend.

Headstart: Update, want to continue relationship with Community Action and providing parental education.

Next Community Health Work Group Meeting- Wait until fall to schedule.

Time for Reflection: