



W.K. Kellogg Foundation Food & Community Partner

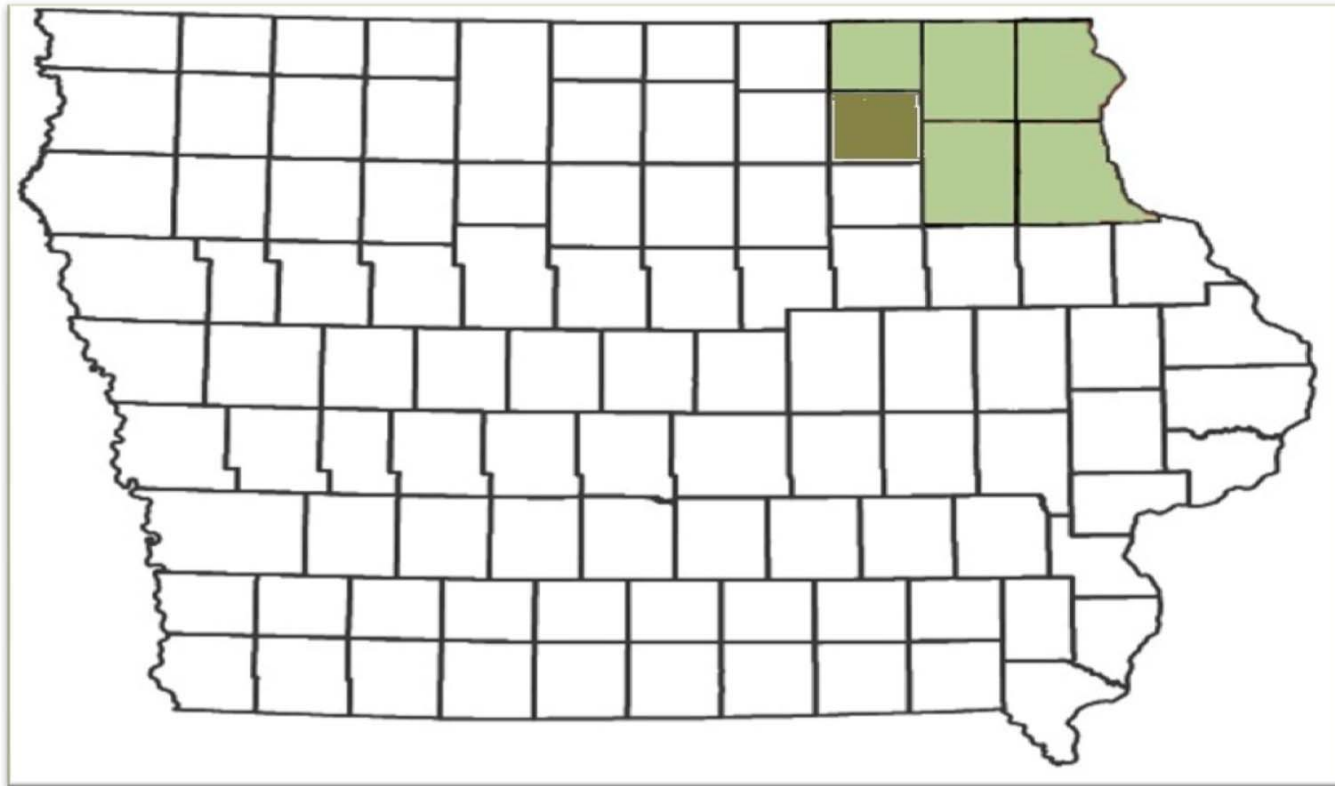
Investing in the future of  
Allamakee, Chickasaw, Clayton, Fayette, Howard & Winneshiek  
Counties

**Brenda Ranum**

Co-Convener & ISU Extension Regional Education Director



## I. Introduction to the Initiative



# Strong Community Engagement:



Every day all people  
**experience, celebrate & promote**  
**healthy locally grown foods**



abundant opportunities for  
**physical activity and play**





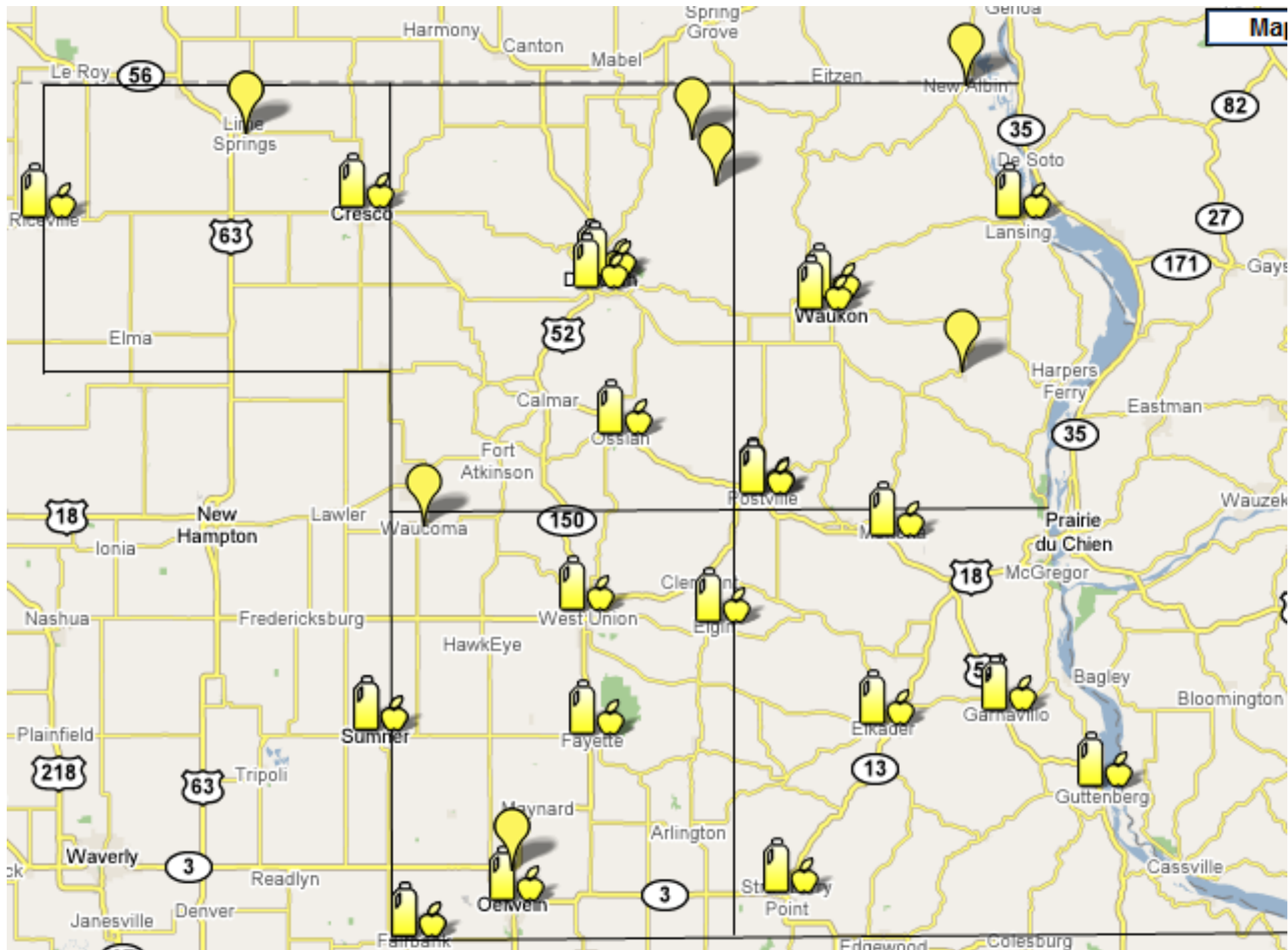


## **The Food System**

- Consumer household survey 2007
- Institutional survey results 2007
- Food shed mapping
- Producer Forums

## **School Food**

- School site visits – School Wellness and Food service
- Concession stand surveys, 2008
- School food service survey, 2009
- Annual Farm to School Chapter Report, 2009







## **Community Action Plan**

### Strategy A

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

### Strategy B

- Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

### Strategy C

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



**Strategy A:** Ensure that school district policies & practices support healthy living of children, families and community members.



***Policy and System Change Targets:***

- Procurement policy allows for geographical preference of local foods in schools
- Identify and interpret existing policies that align and support geographic preference of local foods in schools

Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.

### *Examples of Tactics*

- **Active school wellness committees**
- **Healthy local foods into school food programs**
- **Support State and Federal school food and beverage policy implementation**
- **Demand a variety of physical activity options before, during and after school time.**



Strategy A: : Ensure that school district policies & practices support healthy living of children, families and community members.

***Examples of Activities to support system and policy changes:***

- Farm to School program in regional schools
- Home Grown Lunch Week
- Food Service workshops
- Producers contracts
- K-3 Curriculum taught by high school students
- School gardens





# Strategy A Early Successes













**Strategy B:** Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

***Policy and System Change Targets :***

- Invest in new and existing producers who produce food for local food systems
- Develop and maintain storage & processing capabilities for local food





Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

***Examples of Tactics:***

- Regional food system **learning community**
- Create opportunities for new & existing producers to **engage** in local the food system
- Develop **food safety education** and consultation process for producers
- Develop **regional processing, distribution and storage**
- Increase **sale and consumption** of local food





Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

***Examples of Activities to support system and policy changes:***

- Educational Speakers, Workshops & Field Days
- Micro Loan Program
- Entrepreneurial Networking
- Mini-grants
- Regional Food Directory
- Development of Food Safety Certification process



# Strategy B: Early Wins

- Local food sales doubled!
- Luther College—Sodexo — Producer Collaboration
- School Food Service Workshops









**Strategy C: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.**

**Physical Activity and Built Environment Tactic:** Regionally increase youth and family participation opportunities, programming, and system/plans for physical activity and active play every day.

**Policy Target #4: Development/maintenance of infrastructure for walking and bicycling to and from schools in rural communities.**

What is the Change?	Local Questions	Potential Key Players Local	State Questions	Potential Key Players State	Federal Questions	Potential Key Players
Walking and bicycling infrastructure exists in communities for children and adults to use for local transportation	<p>How many children walk or bike to and from school?</p> <p>How many adults use walking or biking for local transportation?</p> <p>What is the infrastructure that currently exists for walking and biking?</p> <p>What is needed to improve the infrastructure for walking and biking?</p>	<ul style="list-style-type: none"> <li>• School board members</li> <li>• PTA</li> <li>• Wellness Policy Team</li> <li>• School Administration</li> <li>• County/City Dept. of Health, Planning, Public Safety, Transportation</li> <li>• Health Providers</li> <li>• Biking and Trail groups</li> </ul>	<p>Are there state policies regarding children getting to and from school as it relates to walking and biking? If yes, what are they?</p> <p>What are the state opportunities for funding for development and maintenance of walking and bicycling infrastructure?</p>	<ul style="list-style-type: none"> <li>• Iowa Dept. of Education, Iowa Dept. Public Health, Public Safety, Transportation</li> <li>• State Legislators</li> <li>• Iowa State Board of Education</li> <li>• Iowa Healthy Kids Task Force</li> <li>• Iowa Partners for Healthy Kids</li> <li>• State Associations for Physical Education/ Activity, Sports, Health, PTA, Biking, Public Safety</li> </ul>	<p>What policies in the Transportation Bill relate to infrastructure for walking and bicycling?</p> <p>What are the federal opportunities for funding for development and maintenance of walking and bicycling infrastructure?</p>	<p>US Departments of Education, Transportation, Public Safety</p> <p>Nat'l Conference State Legislatures</p> <p>House and Senate Committees on Education and Transportation</p> <p>Staff of Senators Harkin and Grassley;</p> <p>Representative Braley and Rep. Latham</p> <p>Nat'l health, Public Safety and Physical Activity Groups</p>
<p><b>What might success look like?</b></p> <p>Increased number of youth walking or biking to school.</p>	<p><b>How might we measure the impact?</b></p> <p>Increased number of youth reporting walking &amp; # bikes ridden to school on Fall and Spring dates.</p>	<p><b>What Activities will help us activate our Tactic, leading to policy and system change?</b></p> <ul style="list-style-type: none"> <li>✓ Assessments</li> <li>✓ Educational Speakers</li> <li>✓ Safety Routes to School mini-grants in 6 target schools.</li> </ul>				



# Youth Are Leading the Way







W.K. Kellogg Foundation Food & Community Partner

Investing in the future of  
Allamakee, Chickasaw, Clayton, Fayette, Howard & Winneshiek  
Counties

[www.iowafoodandfitness.org](http://www.iowafoodandfitness.org)