Success is Reinforced by Key Mental Models

Healthier people are happier and have more to give, therefore they contribute more.

Community Strength

- Ability to Invest and Sustain
- Healthy People (Mental, Physical)
- Local Food and Active Living Opportunities
- Level of Enjoyment
- Policies/System Change

Quality of Relationships

Awareness of Assets and Opportunities (Education of Multiple Stakeholders)

Individual and Group Motivation to Change

Level of Collaboration

Power of Common Language / Learning Community

Stakeholder Inclusiveness focused on Diversity of Assets

Clarity of Compelling Vision (MM and Strategies)

Innovation

Civic Engagement

Commitment of Multiple Stakeholders

All citizens are policy makers.

We need to collaborate to get the benefits of change.

The benefits of change and the costs of not changing are greater than the benefits of not changing and costs of change.

Making the Healthy Choice the Easy Choice

In Allamakee, Chickasaw, Clayton, Fayette, Howard & Winneshiek Counties

www.iowafoodandfitness.org