

NE Iowa Community Wellness Grant

January 1, 2010 – June 30, 2011

The Iowa Department of Public Health awarded this grant to the Winneshiek County Board of Health to partner with the NE Iowa Food & Fitness Initiative Community Health Work Group to engage and empower people in the health community to educate families with children ages 0-8, especially those who are vulnerable, about informed and healthy lifestyle choices. This is a regional project involving the six counties in the NE Iowa Food & Fitness Initiative. The Local Boards of Health in Allamakee, Chickasaw, Clayton, Fayette, and Howard counties are also engaged.

We will regionally collaborate with a diverse group of health providers, educators and organizations to plan, implement and sustain communication avenues to promote healthy eating and physical activity. We will encourage healthier lifestyles, promote wellness, and prevent the health and financial consequences of chronic disease that are often lifestyle related. It will use communication strategies focused on intentional messaging to inform, create behavior change, and advocate for changes in systems and public/private policies.

The work will be guided by the Food & Fitness Initiative's Community Health Work Group to equip messenger groups in the health community (including WIC, pre-school/Headstart educators, Empowerment/HAWC, school nurses, and Community Action) to effectively use behavioral change messages with their clients/patients that will positively impact their health.

Our goals are:

- 1. Create and implement a public messaging campaign in the six counties (Allamakee, Chickasaw, Clayton, Fayette, Howard and Winneshiek).**

Objective 1: Identify and recruit effective messengers to reach the target groups.

Objective 2: Create appropriate messaging for the clientele reached by those in the health and preschool/daycare communities who have direct contact with clients, especially those with children 0 to 8 years

Objective 3: Develop messaging tools & resources.

Objective 4: Track process indicators.

- 2. Train those in public health, community health education, childcare providers and preschool teachers to be effective communicators and messengers with families with children ages 0-8.**

Objective 1: Conduct 2 conferences to launch and conclude the campaign.

Objective 2: Conduct periodic training via ICN, teleconference, and/or online webcasts to reinforce and enhance the campaign.

Objective 3: Have resources posted on the Food & Fitness website and available to messenger groups.

Data to be gathered includes: review of all messaging tools, review participant evaluations at end of conferences and other training sessions, review feedback information from clients/patients receiving information. Simple tracking will allow us to measure the impact of the messaging for each partner over the two year period and beyond.

The work will be made sustainable through the shared vision of the NE Iowa Food & Fitness Initiative and through the integration of the messaging into the daily work of the partnership organizations.



Phase 1, Spring 2010

Pilot concept in Winneshiek County

Four pilot sites in Winneshiek County will be identified to pilot materials yet this spring. Providers from these sites will be trained on April 8, 2010. Pilot curriculum is being developed around specific messages. The healthy eating messages will come from core messages developed and tested by USDA/FNS. This resource was recommended to us by our IDPH technical advisor, Jennifer DeWall.

Goal: Child care providers/pre-school teachers will model better healthy living with their students.

- Child care providers/pre-school teachers will receive training on 6 activities (3 food, 3 active living) with key messages incorporated.
- Will do 2 activities per week for three weeks.
- At the end of the three week trial period will receive 6 additional activities to use on their own.

Goal: Child care providers/pre-school teachers will share messages with parents and suggest at-home reinforcement activities.

- Will be trained on how to share messages with parents
- Will receive take-home kits for parents to use. Kits will be sent home on Fridays to use over the weekend.

Goal: Families with children 0 – 8 will incorporate healthier living practices into their daily routines.

- Child care providers/pre-school teachers will be trained to collect anecdotal information about families using take-home kits and note any changes mentioned or observed.
- Post-interviews/surveys with child care providers/pre-school teachers to determine if they have made changes in their daily interaction with children.

Phase 2, Summer 2010

- Review/evaluate pilot effort in Winneshiek County. Revise and expand materials based on pilot.
- Develop materials to be used by child care providers/pre-school teachers beginning Fall 2010.
- Recruit child care/preschool sites in all six counties to participate in program beginning September 2010.
- Develop media campaign to reinforce messages in the general community, especially in locations frequented by families with children 0-8, and especially those who are vulnerable.

Phase 3, Fall 2010

Launch Regional Program

- Conduct September Conference to introduce the campaign and train the messenger groups.
- Monthly contact with messenger groups to share and report 1) usage of messaging tools, 2) evaluation of message reception by target audience, 3) provide additional resources and support.
- Launch public messaging campaign in the region.
- Train FFI Community Health Work Group to gather process indicators.
- Develop second round of messaging tools to use Winter 2011.

Phase 4, January – June 2011

- Design closing regional conference to share best practices, highlight successes, and evaluate campaign.
- April 2011 – Spring Conference.
- Collect data for evaluation.
- Evaluate experiences, determine successes, and identify modifications needed to improve success of messaging campaigns related to community wellness.