Northeast Iowa Food and Fitness Initiative
Active Living Work Group
6-19-12 Meeting Notes

- Discussion of print articles
  - Minneapolis bicycle article
  - Des Moines and Waterloo parents fighting school bus policy
    - 6 bus stops in Elgin, population 600
      - Has development of trail increased walking and bicycling to school? (Ashley will determine through 2012 Travel Tally)

- 2012 Travel Tally
  - Rough draft sent out- please send feedback to Ashley (achristensen@uerpc.org)
  - Due date: end of July
    - Deadline for FFI Evaluation Report submission: end of August
  - Look into DOT Safety Manual for crossing guard regulations
    - Change front photo
  - List grades housed in each school
    - Preschool- push from Head Start to increase walking and bicycling to school with parents
  - Rural model of survey needs to assess if student lives within city limits (we plan to create)

- Natural playgrounds
  - Movement is expanding

- Community Transformation Grant (CTG)
  - Messaging to children
    - What will messages be to promote use?
    - How to shift messaging to children

- DNR/IDPH Webinar tomorrow (6-20-12)

- Active Living
  - A social movement/attitude shift vs. $ incentive with food
  - “Gen X, Gen Y, Gen FFI”
  - Need to make events socially fun, like Farmer’s Markets
  - Need to get others involved to help teachers out with before/after school activities, already bogged down enough
  - SRTS really more than just schools- need to get everyone to understand this!
• Events and messaging
  o Provide message to community as a whole
  o Provide support for others to host events
    ▪ RCs in schools
    ▪ County teams in communities
      • Great way to re-engage county teams
• Crossing guard training
  o Ashley will follow up with Ann about setting one up this funding cycle yet
    ▪ In August, before school
    ▪ Determine if training is current, needed annually, cost associated
• Determine list of future conferences to attend
  o National SRTS
    ▪ Ashley will look into conference details
  o Iowa Bicycle Summit
  o Smart Growth- WK Kellogg
  o More?
• NEXT MEETING (tentative): Friday, August 3 at 10am