

**Leightman Maxey Foundation  
Nutrition Education Symposium  
Strategic Roadmap Project  
Final Report**

**August 16, 2011**

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**Leightman Maxey Foundation  
Nutrition Education Symposium  
Strategic Roadmap Project  
Final Report**

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**Leightman Maxey Foundation – Section 1**  
**Nutrition Education Symposium**  
**Strategic Roadmap Project**  
**Executive Summary**

**Background:** Beginning in April 2011, Amy Belkin began working with Dee Ann Harris, Leightman Maxey Foundation, to convene representatives from organizations committed to providing impactful nutrition education in our region. The goal was to create a strategic plan with mission, vision, values, goals, objectives, and measurable outcomes. Amy coordinated and facilitated three half-day meetings. This followed the Foundation’s decision to begin convening meetings last September to look at nutrition education programs due to the number of requests for funding, the similarity of programs, and the opportunity to build some commonalities.

**Key Findings**

**Mission:**

*The mission is to champion a holistic approach to nutrition education through:*

- *Experiential learning*
- *Assisting in implementing public wellness policies*
- *Building partnerships*

**Vision:**

*The vision for the Nutrition Education Symposium is to create healthy communities through collaborative action to ensure nutrition education access for all.*

**Values:**

- *Respect – hold all ideas and people in esteem*
- *Inclusive – all are welcome*
- *Fun! – This work can and should be fun*
- *Creative – bring something new and/or unique into existence, including creative application of best practices*
- *Holistic – optimal health, incorporating mind and body, nutrition as a part of healthy lifestyle, incorporate food into food system delivery*
- *Sustainable – including food growing, food delivery, project, etc.*
- *Empowerment – give power and authority to people, to growers, to food supply, etc.*
- *Nutrition Education*

**Strategic Imperatives:**

- Prevention
- Public Awareness
- Community Norms

**Key Strategic Imperative:**

Community Norms

**Key Strategy:**

## Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle

### **Tactics:**

Tactic 1: Encourage food bank donors to donate healthy choices

Tactic 2: Promote portion sizes

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks

Tactic 4: Procurement centralization

### **Top Measurements:**

1. Community assessment: What is available (e.g. report card, YMCA Grants Pass, or get SOU interns/OHSU students to help analyze / measure or develop tool
2. Have local grocery stores track sales of fresh produce as a percentage of total sales (project for SOU/OHSU students)
3. Track numbers of organizations pledging to offer healthy foods, and number of people involved. Create annual survey of these organizations: "Name one change your organization has made." (Could be done as SOU and OHSU project.)

### **Evaluation:**

1. Becomes part of the public discourse
2. Bloom's Taxonomy
3. Pre/Post

### **Selected Feedback from the Evaluations:**

- I love being here and part of this proactive group. I can't wait to continue to help and see where it goes. Thank you.
- This is a wonderful collaboration. So good to be around like minded others.
- Thank you!
- Great session again. Looking forward to seeing results.
- Time well spent on important issue.
- Great job tying it together.
- Move forward; this is important.
- Great!!
- Thank you for moving this project forward.
- Love it!!

**Conclusions and Recommendations:** This strategic plan is a beginning. The group clearly defined the key strategic imperative, tactics, measurements and evaluation. Success will require a coordination of the efforts, follow ups of actions taken, and communication among participants. The group listed the following next steps they feel will be needed to move this plan forward:

- Leightman Maxey Foundation to put out regular information about what is moving forward out of this process.
- Ongoing collaboration – group to convene semi-regularly to check in, share, brainstorm.
- Coordinator – agenda, goals, conduct larger meetings 1-2 times a year to share. The power is in the connecting.
- Track outcomes, share, make these collaborations responsible – show progress.
- Someone in charge of public relations, seek future collaborations, education.
- Come together to identify projects 1-2 times a year.

**Participants:** Participating organizations throughout the process have included Asante/Three Rivers Hospital, Ashland Emergency Food Bank, Ashland Food Coop, Ashland School District Food Service, Community Health Center, Curry County Health Department, Curry County Home Health & Hospice, Curry Health District, DHS - Jackson County, Eat Well, Ginny Hicks, Grants Pass Family YMCA, Griffin Creek Elementary School, Healthy Kids Now, Jackson County Health & Human Services, Josephine County Food Bank, Junior League of Jackson County, Kids Unlimited, KOB5 - TV, La Clinica del Valle, Lynn Howe, Oak Grove Elementary, OHSU, Oregon Food Bank, OSU Extension Coos/Curry counties, OSU Extension Klamath County, OSU Extension Southern Oregon Providence Medford Medical Center, Providence Medical Group, Rogue Valley Farm to School, RVCOG Food & Friends, Rogue Valley Family YMCA, Salvation Army, ScienceWorks Hands-On Museum, Siskiyou Community Health Center, Sodexo, Southern Oregon Head Start, SPARC-Stepping Stone, Stand for Children, The Balanced Weigh, The Right Nutrition Plan, The Rogue Initiative for a Vital Economy, United Way of Jackson County, Ventana Wellness, Women & Infant Children.

**Leightman Maxey Foundation– Section 2**  
**Nutrition Education Planning Meeting 3**  
**July 27, 2011**

**Welcome and Agenda Review:** Amy Belkin welcomed the group and presented the agenda at 9:05 am on July 27, 2011.

**Check In Notes:** The check in question was what makes this work relevant to you and what is your favorite shared recipe. The responses ranged from healthy entrees to decadent desserts.

**Work Recap and Affirmation:** Amy recapped the work to date, including mission, vision, and choice of Community Norms as the strategic imperative to be focused on first by the group. The BHAG (big hairy audacious goal) chosen to move this initiative forward was *Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle*. She then reviewed tactics and actions steps for the goal.

**Measurements:** The group next went to work on measurements for success. Participants were divided into three groups to work on brainstorming what data sources exist to measure nutrition education in the Rogue Valley, and what measurements might need to be created for this work. Specifically the group was guided to write down what third party data exists that can be used to measure our success. What will you see, hear, feel, and touch to know that we are making progress. If we create monitoring of pledging, like healthy snacks, we would need to attach it to who is really going to take on that piece of follow up. Each table was to have a conversation, to be thoughtful and to keep it as simple as possible. If they needed to create a way to measure a certain program, then they were to look for potential collaborations to help make this happen.

Each table then prioritized the list they created and reported back to the group.

**Top Measurements**

1. Community assessment: What is available (e.g. report card, YMCA Grants Pass, or get SOU interns /OHSU students to help analyze /measure or develop tool.
2. Have local grocery stores track sales of fresh produce as a percentage of total sales (project for SOU/OHSU students).
3. Track numbers of organizations pledging to offer healthy foods, and number of people involved. Create annual survey of these organizations: “Name one change your organization has made.” (Could be done as SOU and OHSU project.)

**Group 1**

1. DHS Data/CDC-Healthy Impact Pyramid. Can focus one component (e.g. body mass, cholesterol) in statistics and do free screening in the community intermittently in order to map.
2. Community assessment: What is available (e.g. report card, YMCA Grants Pass, or get SOU interns/OHSU students to help analyze/measure or develop tool. Independent practice stats and demographics (e.g. La Clinica).

- Jan 2007 – Oregon overweight, obesity, physical activity, and nutrition facts
- Campaign awareness measurement (e.g. Smart Choices/Healthy Lives)
- Look at grocery store/restaurant purchases – grocery store purchase vs. waste (e.g. Safeway, Sherms)
- Standardizing data collection and nutrition education/outreach
- Pre and post analysis (e.g. pre and post test/survey)
- Politics/emotional assessment
- Maybe focus on one component first to measure for simple measurements and message
- 5-2-1-0 (5 fruits/veggies, 2 comp, 1 fitness, 0 sugar sweetened snacks)
- Does the community understand message
- Does the community embrace and live the message
- Compile/share individual organization results

## Group 2

1. JCHD Health Data
2. Increase numbers of walking paths/bike paths
3. Growth in number of farmers markets/local farmers/sustainable farming

This group used the categories data, visual, concerns, smart community tools.



## Data:

- Standards of care practice
- Local food banks
- National data bank
- Statewide: healthy people 20.20
- SOASTC study group
- Visual:
- PSA – video clips
- Expansion of organic sections in stores
- Restaurants offering healthy choices
- Concerns:
- Increase in obesity
- Stores in mall
- Home Town Buffet – long lines
- Sedentary lifestyles

- Media food ads
- Smart Community Tools:
- Easy, affordable for seniors in winter transportation to exercise
- Neighborhood parks
- Churches to teach classes – food/exercise

### Group 3

1. Have local grocery stores track sales of fresh produce as a percentage of total sales (project for SOU/OHSU students)
  2. Track numbers of organizations pledging to offer healthy foods, and number of people involved. Create annual survey of these organizations: “Name one change your organization has made.” (Could be done as SOU and OHSU project.)
  3. Measure number of whole foods and protein items donated to food banks and measure the numbers of fresh produce donated.
- Track obesity rates in county, schools, and community programs and compare to state and national average.
  - Create survey for participating organizations for group buying, measuring changes in food costs.

### **Team Building Exercise: Cultural Mapping**

**Evaluation:** The group next engaged in dialogue about what the evaluation plan should be to know this project is making progress. How will you create an evaluation to evaluate your success? Who will you tell, how will you communicate it, how will you spread the word? A list was created, and then the top three were prioritized.

1. Becomes part of the public discourse
  2. Bloom's Taxonomy
  3. Pre/Post
- Applied learning – example: a recipe recreated
  - Identify competencies and track people
  - Indicators – monitor (like La Clinica monitors blood sugar)
  - Parent survey
  - Seniors survey
  - Grocery stores ordering more healthy foods
  - Farmers Market survey
  - Phone calls to those who received information – three weeks later are they retaining and using the information
  - Evaluate our own progress with moving forward with this plan
  - Review of systems survey
  - Food records/ logs

**Establishing Ownership:** The final piece was to establish ownership of the work ahead. The full group dialogued about ownership. Who are the right groups, what are the existing



collaborations, and what are the right entities that would consider owning some of the tactics. They were asked how could they see this working. The following is the resulting list.

- OHSU can help
- Portion control – tool kit. Extension Service is working on one and will be glad to share
- United Way can help with pledging/monitoring nonprofits and some businesses
- United Way could partner with someone on procurement and inventory programs
- Junior League “Done in a Day” projects could take on elements of this plan to help with things that can be done in a day
- YMCA can provide assessment tool
- United Way can provide connection to Communities of Health.org, to access underlying causes of issues
- Collaborations that can help – Jefferson Regional Health Alliance for a report card
- YMCA – can offer building space, space for classes and meetings
- Maybe Kids Unlimited for kitchen classes
- Project Homeless Connect – a serious conversation about how to get them nutrition information
- Consortium
- Stand For Children can help on the policy level – they can work on this
- Bring the local hospitals in
- Connect with farms with kitchens for farm visits and cooking
- SODEXO
- JeFF (Jefferson Funders Forum). To bring forward this work to talk about what the role of funders should be to carry this forward
- Thrive to contribute to pledge with United Way
- Food banks/hospitals – friendly and fun challenges
- Requests from those organizations that collect/use food – send out requests for specific healthy food needs

**Next Steps to Move Plan Forward:** At the request of Dee Ann, the group then developed the following list to help move this plan forward.

- Leightman Maxey Foundation to put out regular information about what is moving forward out of this process.
- Ongoing collaboration – group to convene semi-regularly to check in, share, brainstorm.
- Coordinator – agenda, goals, conduct larger meetings 1-2 times a year to share. The power is in the connecting.
- Track outcomes, share, make these collaborations responsible – show progress.
- Someone in charge of public relations, seek future collaborations, education.
- Come together to identify projects 1-2 times a year.

**Affirm Work, Reflect, Debrief, and Evaluation:** The work of the day was reviewed. The group talked about how this process has helped them to work together and how they need some sort of a structured process to continue so that this work moves forward.

The meeting received high marks. On a scale of one to five, with five being the highest, the location rated 4.5, food 4.8, agenda was rated 4.3, individual participation 4, and the facilitator 4.7.

Comments:

- Great job tying it together
- It's cold
- Veggies nice
- Move forward; this is important
- Have a prelist of tactics agenda
- Thank you!
- Great!!
- Wish I had agenda ahead of time
- Need tea
- Seems backward. Should have brainstormed data resources prior to morning work on measurement.
- Initially confused about our mission today but possibly mostly because I wasn't here last week.
- Thank you for moving this project forward
- Love it!!
- Strong agenda

**Leightman Maxey Foundation  
Nutrition Education Planning Meeting 3  
July 27, 2011**

8:45		Arrive, Get Settled
9:00		Welcome! Agenda Review/Guidelines
	Amy Belkin	
9:05		Check-in
	Group	
9:20		Work Recap and Affirmation
	Amy	
9:30		Measurements Table Work
	Group	
10:30		Break
10:40	Team Building.	Group
	10:50	Evaluating Success Dialogue
	Group	
	11:20	Establishing Ownership
	Group	
	11:50	Affirm Work Reflect, Debrief, Evaluation
	Group	
	12:00	Adjourn

**Leightman Maxey Foundation Mission:** To provide educational experiences related to careers, finance and nutrition for individuals to encourage and enable them to be self-reliant, productive members of society.

**Nutrition Education Planning Group Mission:** To champion a holistic approach to nutrition education through: experiential learning, assisting in implementing public wellness policies, and building partnerships.

**Nutrition Education Planning Group Vision:** To create healthy communities through collaborative action to ensure nutrition education access for all.

**Values:** respect, inclusive, fun, creative, holistic, sustainable, empowerment, nutrition education

**Strategic Imperative:** Community Norms

**Strategy:** Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle

## The Four Agreements

### **Be Impeccable with Your Word**

Speak what's true for you  
Short bites, No speeches  
Use what you learn only for good

### **Don't Take Things Personally**

Be humble, listen to others' opinions  
Listen for Meaning

### **Don't Make Assumptions**

Be curious  
Hold the tension of the opposites

### **Always Do Your Best**

Stay on schedule, slow down  
No cell phones

## Leightman Maxey Foundation– Section 3 Nutrition Education Planning Meeting 2 July 21, 2011

**Welcome and Agenda Review:** Amy Belkin presented the agenda and welcomed the group beginning at 9:15 am on July 21, 2011.

The work of the previous meetings was reviewed. This is the next step to developing a strategic plan for collaborative nutrition education programs in the Rogue Valley. The goal is a healthier community through nutrition education. At the last meeting, which was held May 25<sup>th</sup>, it was decided that of the three strategic imperatives (prevention policy, public awareness, and community norms), that community norms would be the first imperative to be tackled by the group. The group then proceeded to write mission and vision statements for this work, and selected values. The group was given the prior work on strategies to achieve success in community norms, and the BHAG (big hairy audacious goal) to move this initiative forward was *Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle*. This brings us to the next step in the process and our work of the day: creating tactics and action steps around this strategy to achieve success in community norms.

**Check In Notes:** The check in was to tell us what's relevant about this work for you, and who taught you to cook. There were many fun and interesting answers. Brad said the show Master Chef taught him; Joan said her mother was a fabulous cook and therefore she never got to go into the kitchen; Jim reported that he eats; Dee Anne learned from her mom and sisters; Amber gave credit to her mom and husband; and Dee Ann described something that doesn't sound like food.

**Survey Results:** Survey Monkey was used to affirm the mission and vision statements, and the values. The results overwhelmingly affirmed these as presented. On the values, the suggestion was made to change the word "empowerment" to "empowering" or "empower."

**Tactics Café:** The group next engaged in the World Café process to discuss tactics around the strategy for community norms: Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle. They worked around specific actions that can be taken to change community norms. These are actions that they would consider doing themselves, not actions they would give other agencies to do.

There were three groups, and participants rotated twice so that everyone visited and worked on each list. During the last rotation they then prioritized the list to identify the top 3 or 4 tactics. Then the large group discussed and prioritized the top four using dots.

Tactic 1: Encourage food bank donors to donate healthy choices

Tactic 2: Promote portion sizes

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks

Tactic 4: Procurement centralization

### Complete lists:

#### Group 1

- Get businesses and organizations to pledge to provide healthy snacks (14 votes)
- Create a list of healthy food choices to present to organizations
- Work with local food brokers to give local organizations reduced cost for healthy food
- What exists around healthy eating at the workplace and during meetings, both staff and clients
- Learn about food swapping
- Ideas for shopping together
- Vending machines/candy bowl
- Promote serving sizes – USDA plate (7 votes)
- Encourage food bank donors to donate healthy choices through paper ads. Have a Facebook group – social media, film and post food demos, recipes, etc., hand out recipe cards and samples (14 votes)

#### Group 2

- Commitment from leadership of organizations
- Practice what you preach
- Hands on cooking demos
- Grocery shopping – budget, items
- Healthy food samples at school, etc.
- Grantors to focus/require on policy for grantees to provide healthy food at meetings
- Integrate steps toward healthy nutrition
- Enlist Master Gardeners in community gardens
- Educate the public about Thrive
- Integrate healthy food provision/sales/prep into curriculum (SOU) for future caterers, restaurateurs, etc. (2 votes)
- Procurement centralization (5 votes)

#### Group 3

- Classroom nutrition classes – OHSU students
- “Salad bar” coaches – grow it
- Guided practice
- Neonatal parents – videos/print/links/apps
- Educate staff – modeling (Aspire)
- Staff education for residential homes
- Hospital main groups info

- WIC connection/ Doctors info
- Capitalize on public awareness Smart Choices (weak brand)
- Inspirational choices –woman at the YMCA
- Get soda out of schools/nonprofits
- Negotiate commission return as product change
- Keep pushing choices in vending machines
- Fruit as a choice
- Mandated food policy for grant recipients (take a pledge) (4 votes)
- Check policies, menu labeling in restaurants – encourage local restaurants to food label, award them! (5 votes)

**Crossing the Line:** The group next did a team building exercise to help get to know one another better. If the statement given was true, then the individual crossed the line.

**Action Steps Café:** The top four tactics were identified in the first work of the morning, and that was followed by work to develop action steps around each tactic. These are action steps to change community norms. There were four tables, each working on one tactic. The groups shuffled three times so that each person worked on each tactic and worked with different people.

The following are the tactics and the highest priority action steps as defined by the group.

Tactic 1: Encourage food bank donors to donate healthy choices

- a. Find group to donate time to create Facebook page
- b. Contact, share ideas, promote events with leaders
- c. Ads, recipes, samples, demo, YouTube list, social media to share info

Tactic 2: Promote portion sizes

- a. Print and distribute posters with visuals (post on YouTube, phone app, Facebook) with info like amount of exercise to work off calories, historical illustration of service sizes, etc.)
- b. Tool kit of food model to travel with us (create lending library of visual aids, new UDSA plate vs. old pyramid, interactive, web based, hand method of palm/fist/thumb)
- c. Jingle/song/rhyme, perhaps created by an SOU student

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks. Key: has to start within organizational modeling

- a. Organization norm – responsive to list sent to B.O.D., leadership
- b. Provide suggestions: Key: provide samples; ask people to rise to the challenge
- c. Follow up periodically
- d. Theme of the month food for select organizations (locally grown theme too) promoted via media, organizational newsletters, etc.

Tactic 4: Procurement centralization

- a. Designate coordinator
- b. Participants

c. Bulk buy list (by season)

The following are the complete lists as developed by the groups:

Tactic 1: Encourage food bank donors to donate healthy choices

- Do this through ads, recipes, samples, demos, YouTube, social media
- Green-bag (food project) coordination
- Disseminate created media
- Get info shared – through Facebook page, “Leightman Maxey Nutrition” and have a box so that people can check they “like” the page
- Contact, share ideas, promote events within our leaders
- Page is posted on everything we produce, menus, portion size handouts, recipes, etc.
- Community “like” our page too and is involved
- Track its effectiveness through how many likes we have
- Find group to donate time to create Facebook page

Tactic 2: Promote portion sizes

- Print and distribute posters with visuals (post on YouTube, phone app, Facebook) with info like amount of exercise to work off calories, historical illustration of service sizes, etc.)
- Tool kit of food model to travel with us (create lending library of visual aids, new UDSA plate vs. old pyramid, interactive, web based, hand method of palm/fist/thumb)
- Jingle/song/rhyme, perhaps created by an SOU student
- Teach sizes visually – hand method: i.e. palm=protein, fist=starch, thumb=tablespoon
- Smaller dishes

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks. Key: has to start within organizational modeling

- Organization norm – responsive to list sent to B.O.D., leadership
- Provide suggestions: Key: provide samples; ask people to rise to the challenge
- Follow up periodically
- Theme of the month food for select organizations (locally grown theme too) promoted via media, organizational newsletters, etc.
- Make a list – who are these people?
- Create a task force of leaders from each organization/or one champion organization
- Accountability, support, recognition
- Provide education through continued resources on healthy foods
- Task force communicates with stakeholders to get pledges
- Task force prepares for “barriers” or organization’s resistance
- Money, time, education/definition, manpower

Tactic 4: Procurement centralization

- Designate coordinator
- Participants
- Bulk buy list (by season)

- YMCA, Boys and Girls Club, Kids Unlimited, etc., negotiate as a group on vending machine options; United Way takes the lead in contacting suppliers
- Get private and public childcare organizations to do the same
- Query Access and Josephine County Food Bank regarding their improved use of procurement centralization, asking them to work with other entities not a part of current procurement practices. Include Medford Senior Center
- Initial assessment of needs then a “bulk buy” list is created. Identify host for buying and distributing (weekly)

**Affirm Work, Reflect, Debrief, Evaluation, and Next Meeting:** Amy reviewed the work of the day. The group talked about how much they accomplished how good it was to work together toward improving nutrition education in our communities.

The meeting received high marks. On a scale of one to five, with five being the highest, the location rated 4.8, food 3.6, agenda was rated 4.6, individual participation 4.2, and the facilitator 5.4 (someone gave a 10, which I assure you will never happen again).

Comments:

- I love being here and part of this proactive group. I can’t wait to continue to help and see where it goes. Thank you.
- This is a wonderful collaboration. So good to be around like minded others.
- Thank you. I’m anxious to see notes.
- Thank you!
- Would like a brief description of each organization and how they use Leightman Maxey funding. Thanks.
- Need more people?
- We are getting to the “meat” of the topic. Thank you!
- Great session again. Looking forward to seeing results.
- Time well spent on important issue.







**Leightman Maxey Foundation  
Nutrition Education Planning Meeting 2  
July 21, 2011**

8:45		Arrive, Get Settled
9:00		Welcome! Agenda Review/Guidelines
Amy Belkin		
9:05		Check-in
Group		
9:20		Survey Results
Amy		
9:25		Tactics Café
Group		
10:30		Break
10:40	Crossing the Line.	Group
10:50		Action Steps Café
Group		
11:25		Evaluating Success Dialogue
Group		
11:50		Affirm Work Reflect, Debrief, Evaluation, Next Meeting
Group		
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Short bites, No speeches  
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Be curious  
Hold the tension of the opposites

**Don't Take Things Personally**

Be humble, listen to others' opinions  
Listen for Meaning

**Always Do Your Best**

Stay on schedule, slow down  
No cell phones

**Leightman Maxey Foundation– Section 4**  
**Nutrition Education Planning Meeting 1**  
**May 25, 2011**

**Welcome and Agenda Review:** Amy Belkin presented the agenda and welcomed the group beginning at 9:05 am on May 25, 2011. As the group arrived, they were handed a ballot to prioritize Prevention, Public Awareness or Community Norms. This prioritization was to select the strategic imperative that the strategic plan will be built on.

**Check In Notes:** The check in question was what have you learned since last we met? Responses included: How bad high fructose corn syrup is for people. Surprised what kids will eat off plants. Nutrition classes available for low income people. Bringing folks together to create better systems. Fun to teach kids to cook. This is a good thing we're doing together. JustFood is a great online resource. Neighborhood Food Projects were mentioned at the national conference. Access to healthy food can be included in municipal comp plans. Wonder how amazing it will be to pull all of this together. People do want to learn. Snuck in parsnips and turnips and it's working to change kids' tastes.

**Mission Exercise:** The group used the World Café process to build key concepts of a mission for the Nutrition Education Symposium group. The key concepts follow. During the values exercise, two mission statements were created for the group to affirm.

*The mission is to champion a holistic approach to nutrition education through:*

- *Experiential learning*
- *Assisting in implementing public wellness policies*
- *Building partnerships*

The mission is to create a holistic approach to nutrition education for individuals, families, and community partners through championing experiential learning and implementing wellness policies.

The group chose the mission that appears in italics and agreed to approve it in a survey online before the next meeting.

Key Concepts of Mission (alpha order): The key concepts of mission gathered during the café process.

- 10 year old in poverty looks like 20 year old
- Access to food (adequate for everyone)
- Access to healthy, nutritious, quality good
- Access, prevention, intervention
- Community involvement
- Coordinate
- Culturally sensitive nutrition education
- Decrease in state's BMI
- Education and awareness, hands on learning to kids and at risk adults, mentoring, general public families, companies

- Education visuals
- Give tools and actions
- Healthy habits
- Holistic approach
- Interactive education
- Media support and collaboration
- Motivating
- Nutrition as key component of wellness for individuals and community
- Oasis of healthy food
- People engaged and moving
- Policy actions
- Regional nutrition action
- Reverse the cycle
- Shifting priority, policy within industries, schools, cities
- Supporting individual healthy goals
- Tools, recipes
- Turing the tide on obesity
- United, effective

**Vision Exercise (alpha order):** The group used the world café process to build key concepts of a vision for the Nutrition Education Symposium group. The key concepts follow. During the values exercise, two vision statements were created for the group to affirm.

*The vision for the Nutrition Education Symposium is to create healthy communities through collaborative action to ensure nutrition education access for all.*

The vision for the Nutrition Education Symposium is for healthy communities through collaborative action to ensure nutrition education access for all.

The group chose the vision that appears in italics and agreed to approve it in a survey online before the next meeting.

Key Concepts of Vision:

- Access to health care
- Affordable healthy food
- Affordable healthy food for everyone
- All ages and income levels
- All healthy, eat healthy, no one needs emergency food
- Awareness
- Basic cooking skills with whole foods
- Choices
- Collaborative engagement
- Community engagement
- Community members experience a sense of prosperity
- Cook fresh, shop smart
- Disease prevention

- Education through experiential learning, targeting diverse ages, cultures, and groups in community, whole systems approach
- Everyone has access
- Everyone has access
- Family learning
- Family meal time
- Finding champions, messaging
- Food bringing people together
- Grass roots participation
- Healthcare industry
- Healthy body = healthy mind
- Healthy communities
- Healthy local food appreciation
- Holistic approach to nutrition
- Holistic approach to wellness through personal health, exercise, family wellness and community partners working together
- Know how to prepare food through experience
- Know where food comes from through experience
- Local and county government takes leadership to promote access
- More community gardens
- No one needs to go hungry
- Nutrition key to food systems
- Prevention and treatment
- Sharing resources
- Supporting implementation of school wellness policies, cities, county
- Teaching parents
- Walkable, safe, healthy communities
- World hunger

**Community Norms Prioritizing:** Community Norms was the overwhelming strategic pillar to focus on during the opening ballot. The group was given the prior work on strategies to achieve success in community norms and asked to add to the list, select the strategy for success and a quick hit. The key strategy would be the BHAG (Big Hairy Audacious Goal) and quick hit was to build momentum and move the initiative forward.

Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle (3 votes for BHAG)

- Put treadmills at grocery stores and if you do 15 minutes you get big coupons
- Pedometers on grocery carts
- Common messaging
- Fat tax – give tax breaks when they serve healthy foods, fund community food programs

Cooking Skills Training (1 vote BHAG)

During and After School Programs (1 vote BHAG)

Western Medicine Accepts Nutritional Science (1 vote BHAG)

### **Quick Hit:**

Flash Mob, if there's a point to it.

- Skills training demonstration
- T-shirts/costumes
- Song and dance/jingle
- Diverse groups (age, gender, race, ethnicity, etc.)
- Concise message
- Media
- Tastings
- Coupons

**Values Exercise:** Through a café process, the group selected the values of the initiative. All the input is collected below the final priorities.

*Respect – hold all ideas and people in esteem.*

*Inclusive – all are welcome*

*Fun! – this work can and should be fun.*

*Creative – bring something new and/or unique into existence, including creative application of best practices.*

*Holistic – optimal health, incorporating mind and body, nutrition as a part of healthy lifestyle, incorporate food into food system delivery.*

*Sustainable – including food growing, food delivery, project, etc.*

*Empowerment – give power and authority to people, to growers, to food supply, etc.*

*Nutrition Education*

### Other values surfaced (alpha order):

- Attainable
- Authentic
- Balance
- Belonging
- Best practices for future health
- Caring
- Changing your expectations
- Collaboration
- Compassionate
- Continuing momentum
- Diversity
- Eat local foods, eat what's available seasonally (100 mile radius, does this meet the need?)
- Egalitarian
- Engagement
- Focused
- Gentle guidance
- Health at institutional levels
- Healthy habits
- Holistic health

- Inclusive of low income/at risk
- Innovation
- Love
- Mentorship
- Motivation
- Multilingual
- Optimistic
- Options
- Participatory, hands on
- Perseverance
- Positive messaging
- Relationship
- Responsibility
- Self respect
- Self worth
- Sensitivity
- Support
- Taking care of each other

**Reflections:**

Helps coordinating efforts by bringing people together. Working together creates a wheel hub. Curious how to maintain the group as it goes forward. This is working. It's comfortable. Makes a lot of sense. It's good work.

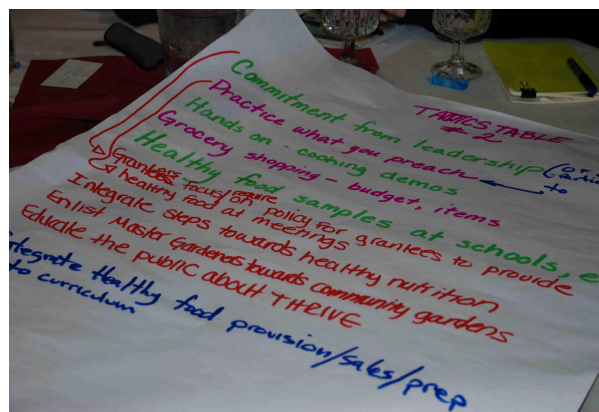
**Evaluations:**

The meeting received high marks. On a scale of one to five, with five being the highest, the location rated 4.7, food 4.7, agenda was rated 4.4, individual participation 4, and the facilitator 4.7.

**Comments:**

- Felt listened to and included.
- Awesome. Very good at leading without directing input.
- Great facilitator!
- Would have liked a little more background.
- I love Amy but the facilitation method could be different.
- All good.
- Great!
- Room was cold and there could have been more food items.
- Leightman Maxey's mission statement should have been posted at the start of the day.
- Quality ink pens should have been in plentitude.
- Big screen television should have been employed to maximize discussion.
- I liked that progress was made.
- I'm glad that we are all moving forward together toward a goal we all agree is important.
- Great job!
- Great job, Amy.
- Could have spent a little less time on values and more on final discussion.

- Thank you for your outstanding facilitation.
- This is how to get things done. Engage those concerned and have expertise.
- Productive!
- Great overall. Very informative.
- Very nice, bright, light room.
- Very nicely directed for optimal productivity.
- Facilitation was excellent!
- Thank you very much!





**Leightman Maxey Foundation  
Nutrition Education Planning Meeting 1  
May 25, 2011**

8:45	Arrive, Get Settled & Mark your ballot!
9:00	Welcome! Agenda Review/Guidelines
Amy Belkin	
9:05	Check-in
Amy/Group	
9:15	Journaling
Amy/Group	
9:30	Prioritizing Strategic Pillars
Amy/Group	
9:40	Quick Hit/BHAG (Big Hairy Audacious Goal)
Amy/Group	
10:10	Break
10:20	Quick Hit/BHAG Tactics
Amy/Group	
10:50	Quick Hit Impact Measurements/BHAG Incremental Measurements
Amy/Group	
11:20	Affirm work, Reflect, Debrief
Group	
11:40	Evaluation
Amy/Group	
11:45	Adjourn

**The Four Agreements**

Be Impeccable with Your Word  
Speak what's true for you  
Short bites, No speeches  
Use what you learn only for good

Don't Take Things Personally  
Be humble, listen to others' opinions  
Listen for Meaning

Don't Make Assumptions  
Be curious  
Hold the tension of the opposites

Always Do Your Best  
Stay on schedule, slow down  
No cell phones

**Goals for the Day**

Sharing, learning, growing together  
Engage, inspire, invigorate, and be real  
Strategic Thinking

Some people think it's holding on that makes one strong. Sometimes it's letting go. Sylvia Robinson
--

## Leightman Maxey Foundation– Section 5 Survey Results

1) On May 25, 2011, the Leightman-Maxey Foundation convened again the Nutritional Education Symposium group to set a mission, vision and values for moving forward a community nutrition education strategy. The 20 participants present represented nonprofits, schools and government agencies. The following mission was selected.

*The mission is to champion a holistic approach to nutrition education through:*

- *Experiential learning*
- *Assisting in implementing public wellness policies*
- *Building partnerships*

Do you support this mission for moving forward a community nutrition education strategy?

Answers: All yes with one exception.

That person responded: I don't believe that is the mission we came up with.

2) The following vision was selected.

*The vision for the Nutrition Education Symposium is to create healthy communities through collaborative action to ensure nutrition education access for all.*

Do you support this vision for moving forward a community nutrition education strategy?

Answers: 100% responded yes.

Two comments:

--I would delete the word access.

--The only issue I may have is that not everyone's definition of "nutrition" is the same.

3) The following values were agreed upon.

*Respect – hold all ideas and people in esteem. Inclusive – all are welcome Fun! – this work can and should be fun. Creative – bring something new and/or unique into existence, including creative application of best practices. Holistic – optimal health, incorporating mind and body, nutrition as a part of healthy lifestyle, incorporate food into food system delivery. Sustainable – including food growing, food delivery, project, etc. Empowerment – give power and authority to people, to growers, to food supply, etc. Nutrition Education.*

Do you support these values?

Answers: 100% responded yes

Comments:

--Empowerment should read "empowering" to match the other words.

--Not sure the nutrition education is a "value." The "value" of nutrition education is what should be represented here.

--Not clear what it means to "incorporate food into food system delivery."

--This process has been enlightening and invigorating to participate in. The consequences for continued misinformation and ignorance with regard to nutrition are far too costly for our nation to address. Personal responsibility with community support of healthful lifestyle habits is essential NOW.

--Might be too many.

4) Thank you! We hope to see you at the next gathering. If you have other comments, please share them in the box below.

Comment:

Looking forward to networking with this phenomenal group of experts.

## Leightman Maxey Foundation– Section 6 Strategic Plan

This final section lays out the strategic plan. There are items for action and for responsibility. This is only a beginning following tremendous work well done by those who participated in each meeting.

### **Mission:**

*The mission is to champion a holistic approach to nutrition education through:*

- *Experiential learning*
- *Assisting in implementing public wellness policies*
- *Building partnerships*

### **Vision:**

*The vision for the Nutrition Education Symposium is to create healthy communities through collaborative action to ensure nutrition education access for all.*

### **Values:**

*Respect – hold all ideas and people in esteem.*

*Inclusive – all are welcome*

*Fun! – this work can and should be fun.*

*Creative – bring something new and/or unique into existence, including creative application of best practices.*

*Holistic – optimal health, incorporating mind and body, nutrition as a part of healthy lifestyle, incorporate food into food system delivery.*

*Sustainable – including food growing, food delivery, project, etc.*

*Empowerment – give power and authority to people, to growers, to food supply, etc.*

*Nutrition Education*

### **Key Strategic Imperative:**

Community Norms

### **Key Strategy:**

Pledging, Modeling, Communicating and Advocating for Healthy Foods and Healthy Lifestyle

### **Tactics:**

Tactic 1: Encourage food bank donors to donate healthy choices

Tactic 2: Promote portion sizes

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks

Tactic 4: Procurement centralization

### **Action Steps:**

Tactic 1: Encourage food bank donors to donate healthy choices

- Find group to donate time to create Facebook page
- Contact, share ideas, promote events with leaders
- Ads, recipes, samples, demo, YouTube list, social media to share info

Tactic 2: Promote portion sizes

- Print and distribute posters with visuals (post on YouTube, phone app, Facebook) with info like amount of exercise to work off calories, historical illustration of service sizes, etc.)
- Tool kit of food model to travel with us (create lending library of visual aids, new USDA plate vs. old pyramid, interactive, web based, hand method of palm/fist/thumb)
- Jingle/song/rhyme, perhaps created by an SOU student

Tactic 3: Get businesses and organizations to pledge to provide healthy snacks. Key: has to start within organizational modeling

- Organization norm – responsive to list sent to B.O.D., leadership
- Provide suggestions: \*Key: provide samples; ask people to rise to the challenge
- Follow up periodically
- Theme of the month food for select organizations (locally grown theme too) promoted via media, organizational newsletters, etc.

Tactic 4: Procurement centralization

- Designate coordinator
- Participants
- Bulk buy list (by season)

**Top Measurements:**

1. Community assessment: What is available (e.g. Report card, YMCA Grants Pass, or get SOU interns /OHSU students to help analyze / measure or develop tool
2. Have local grocery stores track sales of fresh produce as a percentage of total sales (project for SOU/OHSU students)
3. Track numbers of organizations pledging to offer healthy foods, and number of people involved. Create annual survey of these organizations: “Name one change your organization has made.” (Could be done as SOU and OHSU project.)

**Evaluation:**

1. Becomes part of the public discourse
2. Bloom's Taxonomy
3. Pre/Post

**Conclusions and Recommendations:**

This strategic plan is a beginning. The group clearly defined the key strategic imperative, tactics, measurements and evaluation. For success it will require a coordination of the efforts, follow ups of actions taken, and communication among participants. The group listed the following next steps they feel will be needed to move this plan forward:

- Leightman Maxey Foundation to put out regular information about what is moving forward out of this process.
- Ongoing collaboration – group to convene semi-regularly to check in, share, brainstorm.

- Coordinator – agenda, goals, conduct larger meetings 1-2 times a year to share. The power is in the connecting.
- Track outcomes, share, make these collaborations responsible – show progress.
- Someone in charge or public relations, seek future collaborations, education.
- Come together to identify projects 1-2 times a year.

