Dear HLI Partner,

Greetings!

In this month’s newsletter you will find some exciting news coming out of Cooper County with their new VISTAs, an article on stakeholder engagement and retention from our very own Lynda Johnson, and more information you need to know about our Summit coming up in April. As always, please let us know if you have any feedback or questions!

Please send registration for the Summit in to Margie Meyer by March 9th!

Sincerely,

Your On-Campus HLI Team
Ann, Dale, Margie, Nancy, Arlene, Flavia, Kristin and Rachel

2012 Healthy Communities Movement Summit - April 12 & 13
Hampton Inn & Suites - Columbia

Registration, lodging, travel and meals will be provided for four people from your community to participate in the 2012 Healthy Communities Movement Summit

Deepening Partnerships
Building Skills for Place Based Change
Connecting Health and Wealth

Hampton Inn & Suites in Columbia
April 12-13, 2012

Monte Roulier, president of Community Initiatives, will facilitate the summit designed to foster partnerships and build capacity among those engaged in the healthy eating and active living movement in Missouri. Community Initiatives is a network of individuals and partner organizations dedicated to building healthy and whole communities.

Through presentations, workshops, peer exchanges and networking, participants will be able to:

- Develop connections and strengthen relationships with colleagues from throughout Missouri
- Improve community facilitation skills
- Examine policy development and environmental changes to promote healthy eating and active living
- Explain the economic impact of improving local opportunities for healthy eating and active living

**LODGING:** Reservations will be made for HLI community participants to stay in double rooms at Hampton Inn & Suites.
For additional information or questions, contact Margie Meyer at 573-884-8711 or meyermmm@missouri.edu
Information Needed for 2012 Healthy Communities Movement Summit!

By March 9th, email the following information for each participant to Margie Meyer at meyermm@missouri.edu:

Name: ________________________________

HLI Community: ________________________________

Work Phone Number: ________________________________

Cell Phone Number: ________________________________

Email Address: ________________________________

Roommate Preference: ________________________________

New HLI Website Coming Soon!

Our new, improved, and user friendly website has launched!! If you have not already, please take some time to check it out at: www.extension.missouri.edu/healthylife. On the site you'll find clear expectations and support for achieving each step of the HLI process as well as excellent resources for meeting for your community's needs. We hope you find it easier and more beneficial to use than our previous site. Please let us know if you have any feedback or suggestions for improving the site for your use!

2012 Healthy Communities Movement Summit

What's In Store...

Exciting details are coming together for this year's Healthy Communities Movement Summit!

The conference will begin at 8:30 a.m. on Thursday, April 19th.
The conference will conclude at 3:00 p.m. on Friday, April 20th.

The 2012 Summit will feature Jessica Donze Black, Pew Charitable Trust, as the keynote speaker. She has presented at meetings of Pioneering Healthy Communities and ACHIEVE about policy and environmental changes to achieve sustained results. Her current position at the Pew Trust is as the Project Director of the Kids' Safe and Healthful Foods Project, a joint effort between Pew and the Robert Wood Johnson Foundation. Prior to working at the Pew Trust, Jessica was the National Director of the Healthy Schools Program for the Alliance for a Healthier Generation. She also served as the Executive Director of the Campaign to End Obesity.

In addition participants will:

- hear inspiring success stories from community health initiatives outside of Missouri,
- learn to use economic data to make their case for community-wide health improvements,
- hear how Extension Community Economic and Entrepreneurial Development (ExCEED) combines economic development, entrepreneurship, and local foods,
- celebrate the completion of the first year of PhotoVoice Missouri with an awards and recognition ceremony
- learn how Missouri parks are becoming not just sites of recreation, but health promotion
- participate in workshops that will give you skills to advocate for change, use media for branding your initiative, and sustain your coalition.
Seasonal and Simple App and Web Program
The University of Missouri is releasing Seasonal and Simple for mobile phones, tablets, and the web Spring 2012!
To learn more and stay up-to-date on the release, visit http://seasonalandsimple.info.

Urban Farm Sprouting Soon in Boonville
Drew Deubner ~ Boonville Daily News

Boonville - Modeled off a successful urban farm project in Columbia, Boonville will soon be seeing its own urban farm project, designed to support the farmer's market and bring healthy produce to low-income families who might not have access to it.

Steve Johnson, executive director of the Missouri River Communities Network, announced that the project, coordinated alongside the Columbia Center for Urban Agriculture, has secured an Americorps VISTA member to spearhead the Boonville project.

Vista member Nell McKay, of Barryville, NY., along with the Boonville Urban Farm Committee will oversee the creation of the urban farm, as well as coordinating the planning and development of the project. A 2011 graduate of Sterling College in Vermont, McKay is well-versed in urban farming, and has years of experience in vegetable farms. She arrives to Boonville in March, and the project will start as the spring planting season comes about.

Johnson has lofty goals for the project. Aside from producing a significant amount of food at the urban garden and helping build capacity of the farmers market, the MRCN hopes for a cohesion of sustainably-minded groups in the area.

"Our mission is to enhance the stewardship of the Missouri River," said Johnson, clarifying that to include economic development, wine, bed and breakfasts, farmers and more.

"The foundation of encouraging people to eat local is to help build the capacity of local food producers to produce food," said Johnson. He wants local farmers to be able to produce food for local families, but a calling to help low-income families is also key to the committee's mission.

Boonville was chosen as the location for the project because of Cooper County's recent Healthy Lifestyles Initiative, whose mission is to "to create healthy communities that support the availability of healthy, affordable, locally-produced food and safe, accessible physical activity," according to their website. An addition of local produce into that mission makes sense, according to Johnson.

The Columbia Center for Urban Agriculture, headquartered at a historic home on St. Joseph St. near downtown, has been successful and growing since 2008. CCUA grew about 4000 lbs. of vegetables in 2010.

"Farms like this are happening in towns all over the country," said Adam Saunders of the Columbia farm. He says the CCUA is just "one part of a bigger effort and movement to connect more with farmers and relocalize food production."

Saunders sees the community building and "strong social networks" that result from the projects as an important facet as well.

The Boonville Urban Farm Committee will include Art Schneider of the University of Missouri Extension and Teresa Hendrix of the Boonslick Heartland YMCA, among others. Membership on the committee is open to anyone who wants to participate.

The first year of the project will be important to its success, so the committee and McKay has a big role to fill. It has to find a spot for the farm, make sure the land is correctly zoned, design the farm and many other items.

"If all goes well, (this) will be a three year project," said Johnson.
The Boonslick Heartland YMCA, 757 3rd St., is hosting a Boonville Chamber of Commerce meet-and-greet for McKay on March 13 at 5 p.m. The public is invited to come learn more about the urban farm project.


**Keeping Your Partners Engaged**

By Lynda Johnson ~ Nutrition & Health Education Specialist

HLI - Lafayette County

It is always a challenge to keep the momentum of a coalition moving forward. Good communication is essential, not only within your coalition, but with the public through your media and marketing efforts. You might be surprised to find someone reads an article, then calls to see about getting involved with an HLI effort. Keep communication lines open, even if some individuals are not regularly attending coalition meetings. You never know when an individual or organization may re-engage with the coalition. So keep emailing meeting notices and minutes, and perhaps, pick up the phone to reconnect. In Lafayette County, we have found that following the 6 R's for maintaining engagement has been helpful.

1. **Relationships** - It’s essential to establish and build partnerships with people within the community who have similar interests and goals. Build your network by finding common ground where you create win-win situations by addressing issues of major concern to your stakeholders and agency partners. Always think...what’s in it for them? Why would they want to partner with us? How can we help their health promotion efforts or focus?

2. **Respect** - Show respect for your collaborators by demonstrating that you value their opinions, ideas, and time. Have agendas for meetings and follow time lines. We find it best to keep coalition meetings to around an hour or so in length. Give each partner an opportunity to report on their activities or programs.

3. **Roles** - Clearly define roles within your coalition so everyone has an opportunity to contribute in some meaningful way. This way they feel actively engaged, and a valued partner within the coalition.

4. **Recognition** - Always give recognition to all people or organizations who are contributing to the success of your coalition efforts. Focus on the "we", not "I" when describing HLI efforts or successes. At times, give recognition to contributions certain individuals make on behalf of the whole organization. This is particularly important for community volunteers who are freely giving of their time and resources. MU Extension programs are successful because we bring the right people together who work in concert to address key issues.

5. **Results** - People don't want to just "talk" - they want to see action. Stakeholders and partners want to see outcomes that are important to them and clearly linked to their participation in the coalition. Funders also want to see "results" - so be sure to have a process for evaluation, documentation, and feedback. Keep the public informed.

6. **Reward** - In this context, the reward for participating in the HLI coalition maybe grant dollars that help move an organization's mission or focus forward; or it may be additional man-power to assist with program efforts. There is generally greater opportunity for grants by working together collaboratively, rather than going it alone.

When searching for ideas to help me articulate how we have approached "keeping our HLI coalition engaged", I discovered an article in "The Community Tool Box - Bringing Solutions to Light" [http://ctb.ku.edu/](http://ctb.ku.edu/) - an online resource from the University of Kansas. The article described "6 R's" that resonated with me, so I adapted them to share, because I feel this is what we have been practicing in Lafayette County.
Grants and Funding Opportunities

**Federal-State Marketing Improvement Program**
The U.S. Department of Agriculture’s Agricultural Marketing Service is requesting proposals for matching grant funds under the Federal-State Marketing Improvement Program. State departments of agriculture, state agriculture experiment stations, and other state agencies are invited to apply for approximately $1.2 million in grants to support research projects that help market, transport, and distribute U.S. agricultural products domestically and internationally. **Proposals must be submitted by March 23, 2012.**

More information: [Click Here](#)

**COS Funding Opportunities**
COS provides the world's most comprehensive funding resource, with more than 25,000 records worth over $33 billion.

To search for funding opportunities you may be eligible for go to: [http://pivot.cos.com/](http://pivot.cos.com/)

The HLI team is working extensively to improve our list of funding and grant opportunities for you. More information will be available soon!

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**Upcoming Dates and Events**

**March 16-18 - Food Sense - A Symposium About Food**
Columbia, MO
Highlights include Brian Wansink, author of *Mindless Eating: Why We Eat More Than We Think*; Shirley Corriher, Mad Scientist on *Good Eats*; and Todd Kilman, author of *Wild Vine* - the story of the Norton grape which heavily features Missouri. Other Missouri/Columbia "celebrities", including Jonathan Justus of the Justus Drugstore Restaurant, and Leigh Lockhart from Main Squeeze will also be present. Attendance is free, but it is suggested that all register online at [http://lssp.missouri.edu/foodsense](http://lssp.missouri.edu/foodsense). Click on "affiliated events" to learn about other events throughout the community linked with Food Sense.

**March 26-30 - Community Development Academy**
Mercy Center - St. Louis, MO
Spots still available! To learn more about this excellent opportunity visit: [http://extension.missouri.edu/cd/cda/CDA 2012 Brochure FINAL.pdf](http://extension.missouri.edu/cd/cda/CDA 2012 Brochure FINAL.pdf)

**April 2-3 - National Small Food Manufacturer Conference**
Omaha, Nebraska - University of Nebraska - Lincoln
Presented by: The Food Processing Center
Sponsored by: Nebraska Manufacturing Extension Partnership
This is the 4th annual national conference designed specifically for small food manufacturers throughout the nation. Attendees will: learn from national industry respected speakers, learn how to expand and grow their business, participate in interactive sessions, explore new opportunities, and network with peers and industry experts.

More information: [http://fpc.unl.edu/nsfmc](http://fpc.unl.edu/nsfmc)

**April 12-13 - Healthy Communities Movement Summit**
Hampton Inn & Suites- Columbia, MO
Monte Roulier, president of the Community Initiatives, will facilitate the summit designed to foster partnerships and build capacity among those engaged in the healthy eating and active living movement in Missouri. Registration, lodging, travel and meals will be provided for four people from each HLI community to participate!

**April 27 - Healthy Lives, Healthy Communities: Building Healthy Equity in Missouri One Community at a Time**
Garden Conference Center - Hilton Garden Inn, Columbia
Sponsored by the Missouri Health Equity Collaborative (MOHEC), the Missouri Foundation for Health (MFH), the MU Sinclair School of Nursing and the MU Office of Continuing Medical Education.
Contact Lindsey Beckmann at 573-882-3458 or beckmannli@health.missouri.edu for questions.
More information at: [medicine.missouri.edu/cme](http://medicine.missouri.edu/cme)

**May 19 - Run, Remember, Rebuild ~ Joplin Memorial Run**
6:30 AM @ Joplin, MO 212 W. 8th Street, Corner of 8th and Joplin Street
Registration Closing Date: Wednesday, May 16, 2012 @ 10:00 PM PST
Comments or Suggestions? Let Us Know!
In order to be the most effective we can be for you, we need your feedback! Please feel free to reply to this e-mail or send us an e-mail to hli@missouri.edu to let us know what you thought of this newsletter and what you’d like to see in newsletters to come!