

AWARENESS CAMPAIGN:

Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners and includes many different forms of outreach through organizations, public and social media, branding, and overall mission of a particular group or organization. A campaign should speak to a targeted audience and seek out a particular action. Awareness campaigns have the opportunity to support community and organizational identity and assist in bringing visibility, and attention to a specific cause; if used as a call to action, it can assist in behavior change and make significant strides for social behavior improvements.

Dubuque determined to highlight and build awareness for two projects: Double Up Food Bucks and the Bee Branch Food Forest. These awareness campaigns will look different depending on marketing needs, but both will assist in bringing awareness to local food components of each program.

Public Input sessions:

- Currently a gap in perception of local food- need to connect it to health and "frugal and self-sufficient" perception
- Lack of awareness: how/ where to get food- when it is grown- how much it takes to grow and purchase
- How to create different perceptions: new habits: built access to local food that is both affordable and nearby
- Showcase the economic development potential behind local food
- Everywhere: Awareness campaign- sail banners at restaurants that use local foods with information about the specific farm and food We already have a food store/ deli that grows as much produce as grows in Iowa—promote it!!

Economy:

OPPORTUNITY TO SHOWCASE THE ECONOMIC DEVELOPMENT POTENTIAL BEHIND LOCAL FOOD

Environment

CHNA & HIP PRIORITY GOALS:

(Dubuque County Health), (Iowa Department of Public Health)

PROMOTE HEALTHY ENVIRONMENTS:

By 2016 the air quality in Dubuque County will be in compliance with the Clean Air Act standards by the number of days of moderately unhealthy and unhealthy air days being reduced (from 22 and 2) and by maintaining attainment standards for PM 2.5.

Current air quality is poor: Dubuque County Particulate Matter days=4 days; State of Iowa=2 days

Increase Environmental Health Community Education for general public.

Provide safe storage of food to increase safety of food from producer to consumer.

Improve surface water protection.

Explore mass transit options and promote use of public transportation.

Promote/explore use of alternative energy including ways to reduce carbon footprint; expand/promote for sustainable community and energy efficiency.

Health

DUBUQUE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROMOTE HEALTHY BEHAVIORS:
(DUBUQUE COUNTY HEALTH), (IOWA DEPARTMENT OF PUBLIC HEALTH)
BY 2016 THE OBESITY RATE IN DUBUQUE COUNTY WILL DECREASE FROM 28% TO 24%.

27% of the county is obese
80% do not eat adequate fruits/vegetables
19% of county residents do not exercise
29% of residents have high blood pressure
6.1% of residents have diabetes

Need for increased education on healthy lifestyle behaviors (including regular exercise and healthy diet/nutrition habits) among young children

FOOD ENTERPRISE CENTERS

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainably profitable model. Food enterprise centers are focused on positive cash flow, food, local ownership and local control. Many of these programs work hard to include shareholder loyalty by including options to buy into the company or provide memberships. This strategy a market base and assists in community capacity and financial sustainability. In addition to community support, typically businesses also devote time to give back to the community through good stewardship of the land, sustainable waste management, and affordable food programs.

Discussion from coalition meetings:

- Dubuque: Shared maker-space / food hub with attached non-profit restaurant
- Galena, IL: Have small businesses and entrepreneurs- need to work together to supply our own area food needs!