

Food and Fitness Community

(Title and Location): Holyoke Food & Fitness Policy Council, Holyoke MA

Your name, title, affiliation and email: Shirley A. Mietlicki-Floyd, Extension Assistant Professor, Public Health, mietlicki@umext.umass.edu

Food and Fitness Community/ Collaborative key person and email:

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Project Vision: To create and sustain a more healthy and vibrant Holyoke through the development of programs, policies, community leadership and advocacy.

Project Emphasis area (i.e. local food promotion, increase physical activity environments etc);

The Holyoke initiative has a focus on the following areas: Walking, Wellness, Food Access, Gardens and Health Corridor.

Summary of Your Participation (i.e. advisory role, subject expertise, planning committee, project coordinator etc) with Food and Fitness Community/ Collaborative for 2008-2009.

Shirley Mietlicki-Floyd: I represent both the Department of Public Health and UMass Extension on the Policy Council, attending monthly meetings and retreats; I also participate in the food access subgroup. I have offered my expertise in group process and facilitation skills. I have reviewed materials/surveys developed by the research associate who is identifying the training needs of the council, youth members and community members. The Department of Public Health is overseeing the participatory evaluation of the project.

Important project accomplishments or products:

Developed a needs assessment which was implemented with community residents; the results helped to identify the strategic plan for the initiative.

Projects or project components pending or underway:

Draft of community action plan is due to Kellogg in May with final version due in July; implementation will begin in September 2009.

Challenges: Identifying funding sources to supplement many of the activities of the Council; to be more fully involved, having funding to recruit graduate students to teach nutrition education in various aspects of the community and to work more effectively with the food service staff in delivering healthier meals for the in – and out-of-school meals programs.