



NUTRITION COLLABORATIVE OF  
ROCK COUNTY

---

# STRATEGIC PLAN

2024-2026

# Table of Contents

# CONTENTS

01.	INTRODUCTION
02.	GUIDING PRINCIPLES
03.	PRIORITIES
04.	FORWARD PROGRESS
07.	FUTURE STATE
08.	CONCLUSION
09.	ACKNOWLEDGEMENTS

# INTRODUCTION

The Nutrition Collaborative of Rock County (NCRC) is a multi-disciplinary group of individuals and organizations dedicated to addressing food insecurity in Rock County. The NCRC is in its second year of operation and beginning to implement its first ever strategic plan to implement its first ever strategic plan.

The NCRC participated in events around Rock County including giving out over 100 smoothies at the Beloit Farmers Market made by bike! The NCRC works to be continually engaged with the Rock County community.

The Nutrition Collaborative of Rock County (NCRC) completed its first round of strategic planning over the course of 2023. This planning developed five strategic priorities that will guide the work of the collaborative over the next three years.

Interrelated goals and activities guide work to help reduce food insecurity, engage community members, and help the collaborative to serve as a community resource working to transform the local food system.



# GUIDING PRINCIPLES

## VISION

Food Access, Nutrition Education, Community Connection

## MISSION

Improving health outcomes through collaboration by connecting resources, increasing access to healthy foods, and providing nutrition education.

## COMMUNITY COMMITMENT

- We are committed to addressing the root causes and barriers that contribute to food and nutrition security.
- We are committed to a community centered approach.
- We are committed to promoting healthy eating.

# STRATEGIC PRIORITIES

**“FOOD IS MORE THAN A COMMODITY. IT’S ALSO A COMMUNITY... EVERY BITE CONNECTS YOU TO THE WHOLE WORLD.”**

**-OCEAN ROBBINS**

01

## **PARTNERSHIP**

Prioritizing partnerships will be key in providing a community-centered approach. The NCRC will work with a variety of partners such as youth serving organizations, local non-profits, food establishments, producers and providers alike to benefit our community as a whole.

02

## **AWARENESS**

Prioritizing awareness will allow us to put a focus on growing within the community. This will involve community event participation and education regarding food access in Rock County.

03

## **EDUCATION**

As we strive to improve our service to the community, it's essential to have a good grasp of local languages and food related barriers. This understanding will help us better serve our communities in the years to come.

04

## **FINANCIAL STABILITY**

Financial stability is essential for growth and development. The NCRC will focus on creating a plan to help the collaborative stay viable for years to come.

05

## **POLICY**

Improving the local food environment was deemed a top priority, and it has been decided that investigating policy and systemic changes is necessary to achieve that objective.

# FORWARD PROGRESS

## Future Goals for Serving Our Communities

Collaborating with youth-based organizations, partnering with food producers and serving organization, and creating food access tools the NCRC is thrilled to engage with community members in this forward momentum.

## 2024

- Develop Elevator Pitch
- Evaluate Current Partnerships
- Begin planning and implementing of hydroponic and youth curriculum at libraries and Janesville Community Center.
- Begin and complete shared language glossary.
- Continue social media creation
- Attend community events and focus groups
- Compile mapping items needed
- Create a sub-committee for meeting on grants

## 2025

- Complete and evaluate hydroponic work and youth work
- Continue social media awareness
- Begin developing a Rock County Food Access Map
- Continue attending community events
- Complete policy map and literature review
- Subcommittee continues meeting on alliance funding grants.

## 2026

- Develop a policy plan and guidance for framework
- Begin working on the next strategic plan.
- Sub-committee continues meeting on alliance funding grants.

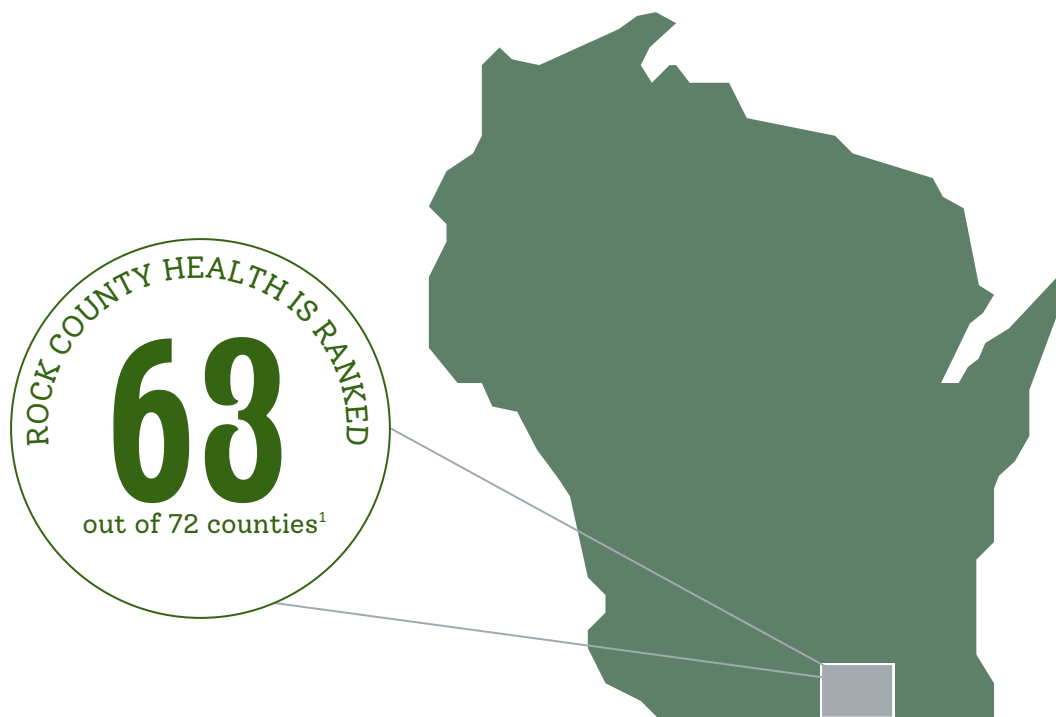
“One part at a time, one day at a time, we can accomplish any goal we set for ourselves.”

– Karen Casey

Rock County ranks 63rd among its 71 county neighbors, finding itself in the lowest quartile for length of life as well as the ability to improve the length and quality of life for residents. These statistics alone paint the picture that of need for the NCRC.

## Nutrition Number across the County

Let the numbers speak for themselves.



7.6/10



on the Food Environment Index which evaluates access to health foods and insecurity.

10%



of Rock County residents do not have a reliable source of food.

1. *Rock, Wisconsin. County Health Rankings & Roadmaps. (n.d.). <https://www.countyhealthrankings.org/explore-health-rankings/wisconsin/rock?year=2023>*

# MOVING FORWARD

**“LET’S REIMAGINE OUR FOOD SYSTEM AND CREATE A WORLD WHERE FOOD WASTE IS A THING OF THE PAST.”**

**~TRISTRAM STUART**

NCRC is an evolving organization that uses strategic reports and goals to measure its progress and growth in Rock County. Three primary strategies have been identified to sustain and achieve positive outcomes.

**01**

## **Establish a Strong Network of Partners**

Partnerships mean a plethora of things to the Collaborative from perspectives to community advocates to funding partners and seekers.

**02**

## **Strategically Improve the Local Food Environment**

From shared language surround food security and nutrition articulates to the public to interactive maps to better help residents, our projects hold great value to the community.

**03**

## **Educate & Evaluate**

Develop communication for members of the Collaborative to use for advocacy, establish a media presence, and create nutrition-based curriculum to use throughout the community.



# CONCLUSION

**Commitment to continue working on making the strategic goals attainable by 2026.**



## Partnering

- Prioritize youth, youth serving organizations, and resource providing organizations.
- Innovate relationships with food establishments, providers, and producers.
- Engage the community and foster individual relationships with the Collaborative.

## Education

- Build a data awareness campaign to connect the impact of our work on food data.
- Develop an interactive map listing educational statistics and locations of food outlets.
- Develop a glossary of shared language for the collaborative and public.



## Policy

- Inventory current food system policies, ordinances, and practices affecting Rock County.
- Implement community voice into systems change efforts.
- Conduct a literature review of food policies.

## Stability

- Develop a quarterly subcommittee that identifies grants and approves grant applications.
- Develop an elevator pitch for awareness.
- Promote a shared understanding of nutrition and food security through digital marketing.



---

Food security is “a condition in which all people, at all times, have physical and economic access to sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active and healthy life.”

- Food and Agriculture Organization (FAO) of the United Nations

# ACKNOWLEDGEMENTS

Thank you to the individuals who worked tirelessly on the projects mentioned within. Your interest, brain power, time and commitment to these projects are noticed and appreciated. Individuals are comprised from the companies below:

SSM HEALTH ST. MARY'S HOSPITAL- JANESVILLE  
YMCA OF NORTHERN ROCK COUNTY  
COMMUNITY ACTION, INC.  
MERRILL COMMUNITY SHARING GARDEN  
STATELINE YMCA  
ROCK COUNTY PUBLIC HEALTH DEPARTMENT  
ECHO, INC.  
HEAD START/ EARLY HEAD START  
UW-MADISON DIVISION OF EXTENSION ROCK COUNTY  
BELOIT TURNER NUTRITION SERVICES  
JANESVILLE COMMUNITY CENTER  
SECOND HARVEST FOODBANK OF SOUTHERN WISCONSIN

---

*We thank you for your continued support in our efforts to contribute to our strategic goals.*

---

## CONTACT

### NUTRITION COLLABORATIVE OF ROCK COUNTY

3328 N US HWY 51  
Janesville, WI 53545

608-757-5440

<http://tinyurl.com/mryz7dxv>  
[courtney.nathan@co.rock.wi.us](mailto:courtney.nathan@co.rock.wi.us)  
[@rockcountyphd](#)