



LCHAY

Lane Coalition for Healthy Active Youth

STRATEGIC PLAN 2012 - 2017

VISION:

Lane County is a community in which all youth lead healthy active lives fueled by nutritious food.

MISSION:

Preventing childhood obesity through advocacy and action

To achieve our mission we:

- **Educate** to raise awareness of the causes of childhood obesity.
- **Advocate** for policy and environmental change.
- **Convene** community partners to bring about change.

Executive Summary

The Childhood Obesity Epidemic

The current obesity epidemic is complex and has several contributing factors. Many of these factors are due to changes in our culture, social norms, environment, and public policies over the last quarter century. Such changes include the kinds of foods that are most available and affordable, transportation options (i.e.: ability to bike or walk safely or use mass transit), limited play and recreation spaces, and media and marketing practices.

Preventing childhood obesity is, overall, the easiest way to “treat” the epidemic. Most adults know from personal experience that trying to achieve and maintain a healthy weight and lifestyle is a constant and challenging experience, requiring the establishment of multiple lifestyle changes. Likewise, children need our help in tackling the multiple factors that contribute to this looming problem.

About LCHAY

Initially convened in 2004 as an ad hoc community health project of the Lane County Medical Society, LCHAY has since grown and evolved to become an independent, nonprofit organization governed by a board of directors made up of local leaders and advocates; all with a passion and commitment to enhanced community health and wellness. LCHAY employs a small but professional staff and enjoys the support of a core of committed interns and volunteers.

Our partners and supporters include physicians, nurses, dietitians, parents, school representatives, legislators, local governments, businesses, and service organizations, among others. Working with this broad base of community stakeholders to advance policies and initiatives that create health-promoting community conditions for the more than 70,000 children living in Lane County is at the core of the organization’s success.

While there are many organizations providing direct services and educational programs that get kids more physically active and improve their diet, there is no other single entity in Lane County devoted exclusively to addressing the prevention of childhood obesity through changes to policy, systems, and environments.

About this Plan

The creation of this strategic plan was a joint effort between LCHAY staff and the Board of Directors. The initiatives identified herein are designed to use policy, system and environmental changes to support healthy eating and active living using evidence-based, public health best and promising practices. There are four overall goal areas included in this strategic plan: 1) nutrition, 2) physical activity, 3) media and screen time, and 4) organizational capacity. The strategies related to these goals are outlined in the plan.

The Board of Directors and staff will regularly monitor progress on the plan. This plan may be amended, as needed. This plan will serve to guide and focus our efforts as we work with the community to achieve our vision of building a community in which all youth lead healthy active lives fueled by nutritious food.

The Lane Coalition for Healthy Active Youth; *Preventing childhood obesity through advocacy and action*

OUR GOALS

GOAL 1: NUTRITION

Food and beverages most readily available to children are wholesome and nutritious.

GOAL 2: PHYSICAL ACTIVITY

Daily physical activity is a part of every child's life.

GOAL 3: MEDIA AND SCREEN TIME

The negative impacts of media and screen time on youth are minimized.

GOAL 4: ORGANIZATIONAL CAPACITY

Resources are available to support current programs and future development.

GOAL 1

Foods and beverages most readily available to children are wholesome and nutritious.

Objective 1: Availability of healthful foods in retail settings is increased.

Strategies:

1. Lead the implementation of the pilot *Healthy Corner Stores Program*, evaluate and plan next steps.
2. Explore feasibility of mobile farm stands.
3. Support the establishment of a year round farmer's market.

Objective 2: Local governments have adopted policies that limit the availability of unhealthy foods.

Strategies:

1. Work with the City of Eugene Library, Recreation and Cultural Services to adopt healthy snack and beverage policies.
2. Advocate for other public entities to adopt healthy snack and beverage policies.
3. Seek the adoption of model "Healthy Food Zoning" ordinance(s).

Objective 3: Schools support healthy eating through policy and in practice.

Strategies:

1. Work with school districts, parent advocacy groups and others to evaluate and improve nutrition services and the school food environment.

GOAL 2

Daily physical activity is a part of every child's life.

Objective 1: Local governments have policies in place that assure easy, safe, active transportation and recreation options.

Strategies:

1. Advise and influence local municipalities in land use and transportation planning and policy development.

Objective 2: School systems and environments support physical activity and active transportation.

Strategies:

1. Support and strengthen local *Safe Routes to School* efforts.
2. Identify opportunities to work with school districts, parent advocacy groups and others to increase the amount of time school-age youth are physically active.

Objective 3: Families are connected to existing area resources that promote physical activity and healthy lifestyles.

Strategies:

1. Organize the annual *RiverBend Run/Walk and Health & Wellness Expo*.
2. Evaluate utility and effectiveness of current outreach materials; including our web-based “Activity Guide” and “Healthy Habits for a Healthy Life” brochures. Develop plans to either phase out or increased use/distribution of these resources.
3. Use social media such as Facebook, e-newsletters, and other formats to share resources and information with the broader community.

GOAL 3

The negative impacts of marketing and screen time on youth are minimized.

Objective 1: Youth’s exposure to media, marketing, and other promotion of unhealthful foods & beverages are minimized.

Strategies:

1. See also *Goal 1, Objective 2.3* (Seek the adoption of model “Healthy Food Zoning” ordinance(s)).
2. Develop and advocate for policies that prohibit the co-marketing of toys with unhealthful foods and beverages.

Objective 2: Infants and toddlers are screen free until the age of two.

Strategies:

1. Explore options and ideas for how best to develop organizational initiative(s) related to this goal area objective.

Objective 3: The amount of time kids spend on passive activities such as watching TV, video games, and computers is reduced.

Strategies:

1. Explore options and ideas for how best to develop organizational initiative(s) related to this goal area objective.

GOAL 4

Resources are available to support current programs and future development.

Objective 1: We have a strong financial base, mix of donors and revenue streams.

Strategies:

1. Increase the FTE and capacity of the resource development and administrative staff to allow for growth in all revenue generating areas and activities.
2. Reconvene and engage an efficient and effective RD Committee.
3. Review, refine and implement the organization's existing RD Plan.

Objective 2: We maintain a reserve that allows us to navigate challenging times.

Strategies:

1. Implement existing components of RD plan that support growth of unrestricted (non-grant) revenue.
2. Identify new/additional ways to support growth of unrestricted revenue.
3. Evaluate the best target amount for reserves; present recommendation to full board for discussion; incorporate target into next budget cycle.

Objective 3: We have an effective board with strong community connections.

Strategies:

1. Evaluate Board strengths and skill sets and recruit members to fill gaps.
2. Guide the Board of Directors through development of a plan for sustainable board leadership and succession.
3. Design and implement a board orientation process including creation of a board manual.

Objective 4: We attract and retain quality Executive Director and staff to manage the organization and deliver mission-based programs and activities.

Strategies:

1. Work with Executive Director to develop a plan for ensuring compensation packages, including wages and benefits that are competitive and reflective of job descriptions and actual duties.

Objective 5: We mobilize volunteers who understand our mission and act as ambassadors for it.

Strategies:

1. Identify opportunities to cultivate, inspire, and mobilize volunteers.
2. Host at least four "What the Health?!" Film & Forum Series events annually.
3. Organize conference(s), roundtables, and/or trainings that increase community capacity for public health advocacy.

Objective 6: The organization is recognized (locally and regionally) as a credible and valued “expert voice” on obesity prevention, with a special emphasis on the childhood obesity epidemic; and on the role of policy advocacy in addressing root causes of poor diet and inactivity.

Strategies:

1. Evaluate and assure that the organization’s name reflects its mission and public policy/ advocacy approach.
2. Design and implement a marketing plan that will build the brand of LCHAY as a credible, expert voice on obesity prevention.
3. Actively pursue speaking engagements, presentations, and earned media (interviews and articles, letters to the editor, guest opinion pieces, etc.)
4. Maintain regular, visible profile and presence via distribution of e-newsletters, website, Facebook, and other media.

Objective 7: The organization values and prioritizes working in collaboration with a broad range of groups and stakeholders to achieve its mission.

Strategies:

1. Continually learn about and seek out opportunities to link to existing efforts.
2. Initiate and/or strengthen relationships, as initiatives demand, by convening meetings of diverse partners.
3. Identify gaps and needs for partnerships. Work to fill these gaps.
4. Participate in others’ efforts to expand partnerships that will lead to more health promoting communities and policies.

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