



## Strategic Plan Framework 2013-2015

### **Mission Statement:**

Advocates for Health in Action will improve access to healthy food and physical activity in Wake County through changes in policy, systems and environments.

### **Overall Strategy:**

- Where possible, align AHA's programs with national and statewide initiatives
- Support, enhance, and replicate best practices of community organizations that have built successful programs around healthy eating and physical activity
- Create synergies among organizations in the community that have parallel goals
- Incorporate goals that track progress as well as "end goals" without spending valuable resources and time over-analyzing and tracking
- Begin the process and focus of developing AHA to become the backbone organization/centralized infrastructure in the area for healthy food and physical activity policy and best practices.

### **Target Audience:**

AHA's audience includes local decision makers and organizations that in turn reach out to and assist Wake County citizens with incorporating healthy food and physical activities into their lives.

1. Municipal leaders (e.g. Mayor, Town Council, Parks and Recreation)
2. Community decision makers (school central office staff, principals and PTAs, early childhood champions, health leaders, non-profits)
3. Business community (e.g. local Chambers)

### **Goals:**

1. Ensure that each municipality in Wake County has a land use and transportation plan that considers the benefits of multi-modal transportation and an emphasis on health as an important consideration in the planning process.
2. Provide mechanisms for purchasing, and ensure equal access to, healthy and/or locally grown food.
3. Position AHA to become the leading resource of best practices for healthy eating and physical activity in Wake County.
4. Develop and refine AHA's "business model" and infrastructure as well as operational strategy. (Internal goal)