MOCAN is partnering with the Missouri Department of Natural Resources Division of State Parks and the Missouri Park and Recreation Association to increase the types of healthy foods offered in state parks and public recreation sites. The expected outcome of this project is that millions of state and public park visitors will be able to choose and eat healthier foods during their leisure time.

MOCAN also promotes the use of the **Live Like Your Life Depends On It** (LLYLDOI) campaign through several venues. The most visible venue was through 37 strategically placed billboards in 22 counties throughout the state of Missouri. The billboards are placed for a minimum of three months.

**Member Organizations**

MOCAN is a coalition of approximately 81 organizations that impact the nutritional intake and physical activity levels of Missouri residents. Members impact their clients through nutrition education, provision of nutritious foods, education by health care professionals, and changes in policies and environments. Thirty-six of those organizations have signed a formal member profile (see below).

- Alliance for Healthier Generation
- American Heart Association
- BJC HealthCare School Outreach & Youth Development
- Children’s Mercy Family Health Partners
- Department of Elementary and Secondary Education
- Department of Health and Senior Services
- Dept. of Social Services/MO HealthNet
- Health Care Foundation of Greater Kansas City
- Healthy Youth Partnership
- Heartland Health
- Kansas City Health Department
- Kansas City’s Childhood Obesity Collaborative,
  Weighing In
- KC Healthy Kids
- Learfield Communications
- MO Arthritis and Osteoporosis Program
- MO Association of Local Public Health Agencies
- MO Bicycle & Pedestrian Federation
- MO Broadcasters Association
- MO Chapter American Academy Pediatrics
- MO Diabetes Prevention and Control Program
- MO Dietetic Association
- MO Foundation for Health
- MO Headstart State Collaboration Office
- MO Nurses Association
- MO Parks & Recreation Association
- MO State Medical Association
- MO State Parks
- MO School Nutrition Association, Independence Schools
- MU Extension
- Northwest Missouri State University Partnership for Children
- PedNet Coalition, Inc.
- Primaris
- Springfield-Greene County Health Department
- St. Louis Dairy Council
- The Prevention Research Center in St. Louis
- University of Missouri - St. Louis
- USDA Rural Development
- Viridian Health Management
- Washington University

**MISSOURI LIVABLE STREETS**

(or Complete Streets) is a campaign aimed at supporting transportation facilities that ensure accessibility, comfort, safety and efficiency for all users. This includes cyclists, pedestrians, Missourian’s with disabilities, transit riders and car drivers. In Missouri, MOCAN and the Missouri Livable Streets Team have conducted training in numerous communities.
The Missouri Council for Activity and Nutrition (MOCAN) is a broad partnership that informs, advocates and mobilizes members to disseminate and implement obesity prevention best practices in Missouri communities.

**Mission:**
MOCAN fosters and supports healthy eating and active living through policy and environmental changes to measurably improve the health and quality of Missouri residents.

**Vision:**
The health and quality of life of Missourians will be significantly improved through healthy eating and active living.

Funding for this project was provided in part by The Missouri Foundation for Health. The Missouri Foundation for Health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.

**Schools and Child Care:** The purpose of this work group is to assist schools and child care facilities with supporting policies, environments and education that promote healthy food choices and physical activity.

**Food Systems:** This work group seeks ways to enhance access to healthy foods through support of approaches that provide increased opportunities for nutritious food selection. The Missouri Farm to School program supports the purchase and use of locally grown and raised products in schools, hospitals, child care centers and other institutions.

**Worksites:** This work group encourages businesses to start and implement a wellness program for their staff. The Work Well Missouri Resource Kit was developed to assist employers with reducing risk factors for chronic diseases, poor nutrition, inactivity, stress and tobacco use.

**Messages:** The Messages Work Group supports the other MOCAN work groups and develops cohesive messaging for dissemination among stakeholders. This group develops strategies for delivering messages that work to improve nutrition and physical activity behaviors.

**Health Care:** The purpose of the this work group is to increase support for health care professionals and health care systems to promote physical activity and nutrition habits that prevent and control obesity and obesity-related chronic disease in Missouri children and adults.

**Policy:** Through the work of partner agencies, the Policy Work Group aims to increase public awareness of sustaining healthy communities and supporting healthy lifestyles. The Missouri Farm to Table Bill was passed with assistance from several partner groups and the Policy Work Group.

**Built Environment:** The purpose of the Built Environment Work Group is to assure access to physical activity and healthy eating through the support of environments that provide opportunities for active living and nutritious food choices.