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

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

MoCAN Guiding Principles

Greater Good
MoCAN strives to facilitate the improved health and the greater good of all Missourians. We pledge to support and apply the following principles in order to achieve MoCAN’s mission.

Inclusiveness and Diversity
We welcome the views and contributions of all MoCAN members and remain open to new members from all segments of the State. We will work together to maintain equitable member representation across the State and among population groups.

Mutual Respect
We acknowledge and respect the unique experience, perspective, knowledge and expertise that each member brings to MoCAN. We respect one another and work together in ways to recognize that all contributions are of equal importance and all persons of equal value.

Transparency and Openness
We believe in the importance of transparency and the public sharing of accurate, complete data and statistics, minutes and other materials in a manner that is clear and open to the public.

Evaluation
We are committed to continuing dialogue, analysis and modification of our mission and work plan as needs change and progress is made toward achieving our goals.

Accountability
We base our decisions on these principles and will identify, review, and incorporate findings of new and ongoing research in a manner that reflects these principles. MoCAN’s decision-making processes are transparent, accountable and include ways for others to offer comments and feedback.

For more information, please contact:
Donna J. Mehrle, MPH, RD, LD
University of Missouri Extension
Phone 573-884-0929
Fax 573-884-5412
mehrledl@missouri.edu