

MoCAN - October 2015 Strategic Planning Session Outcomes

Adopted Four Evidenced-Based Strategies for Reducing Obesity

1 Increase fruit and vegetable consumption

- a Support double bucks programs and funding
- b Promote use of Fit Tastic tools
- c Support farm-to-table (schools, institutions)
- d Support incentives for healthy snacks for children
- e Work with WIC, community action agencies to promote education efforts

2 Increase water access and consumption, and decrease sugar-sweetened beverages

- a Develop a consistent messaging campaign
- b Pursue adoption of water bottle policies in schools
- c Promote tap water consumption
- d Income replacement for vending and/or fundraisers featuring foods of low nutrition
- e Revise childcare licensing rules, USDA guidelines

3 Promote Breastfeeding

- a Support State of Missouri initiatives
- b Promote recognition of business with worksite policies / support agencies with best practices towards BF
- c MoCAN member education
- d Advocate for public policies

4 Increase Physical Activity

- a Champion liveable streets
- b Champion a state policy for K-12 PA
- c Increase the adoption of worksite wellness toolkits
- d Support DESE office of School Wellness
- e Support school agreements for community use