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