



Strategic Plan 2025-2030



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Missouri Council for Activity and Nutrition

Purpose & Structure

The Missouri Council for Activity and Nutrition (MOCAN) is a coalition composed of representatives from statewide and local agencies, institutions, organizations, other coalitions, and individuals who collaborate to implement policy, systems and environmental change to improve physical activity and eating behaviors of Missourians. MOCAN also serves as an advisory body for the Missouri Department of Health and Senior Services and is funded by University of Missouri Extension SNAP Ed. This includes serving as Missouri's State Nutrition Action Council (SNAC) to maximize nutrition education and obesity prevention efforts by improved coordination and cooperation among the State agencies, Food Nutrition Service (FNS) nutrition assistance programs, public health agencies, and other organizations.

MOCAN consists of a Steering Committee and several Work Groups including Child Care, Food Systems, Healthcare, Healthy Aging and Fall Prevention, Physical Activity, Schools and Worksites. Members find shared interest in one or multiple work groups to work collaboratively.

Mission

MOCAN fosters and supports strategies to improve the overall well-being and quality of life of Missouri residents. MOCAN fosters collaboration between members and Work Groups as well as with federal, state, and local stakeholders. Members are active policy makers, educators, practitioners, and advocates of healthy living and encourage collaborative partnerships and best practices across environments.

Major Values

- Nutrition and activity — Healthy eating and physical activity promotes overall health and prevents or improves chronic disease outcomes.
- Evidence-based approach — Evidence-based approaches must be used to improve nutrition and increase physical activity.
- Many levels of influence — For approaches to be effective, individual, local, and state stakeholders must support the changes being implemented.

Guiding Principles

We pledge to support and apply the following principles to achieve MOCAN's mission.

Shared Governance

We welcome the views and contributions of all Missourians. We seek comprehensive member representation across the state and among varied 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.

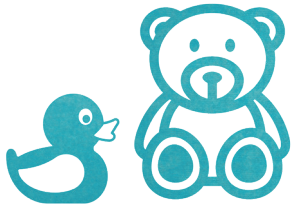
Accountability

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.

2025-2030 Strategies

MOCAN goals across our work group and committees align with the following strategies:

- Facilitate collaboration to create a coordinated plan across work groups.
- Educate key partners/stakeholders/networks to increase capacity to engage the clientele they serve to improve their practices/behaviors.
- Package successful policy, system or environmental approaches in a manner that increases engagement of key partners and is motivational to spark broader uptake of effective healthy eating and physical activity actions in Missouri.
- Improve advocacy promoting healthy eating and active living priorities of MOCAN.



Work Groups and Committee Goals

Child Care Work Group

State-level obesity prevention efforts targeting early care and education (ECE) settings through physical activity and nutrition efforts.

Goal

Support evidence-based physical activity practices in ECE settings.

Objectives

1. Increase Missouri MOve Smart Child Care Recognition awareness.
2. Host at least one statewide ECE physical activity training/summit.
3. Increase awareness of and participation in statewide professional development opportunities (i.e. Physical Activity Learning Session (PALS), Go Nutrition and Physical Activity Self-Assessment in Child Care (Go NAPSACC)).
4. Identify key indicators and monitor trends in data related to objectives and increase stakeholder awareness of the status of physical activity behaviors and environments for Missouri children.

Evaluation Measures

- Number of ECEs that complete Go NAPSACC goals in the Infant & Child Physical Activity or Outdoor Play and Learning areas
- Number of MOve Smart applications received and recognitions achieved
- Number of ECE providers that attend the statewide training/summit
- Number of ECE providers attending PALS trainings

Timeline

Each objective will be assessed annually.

Child Care Work Group

Goal

Support ECE workforce well-being using evidence-based strategies and initiatives.

Objectives

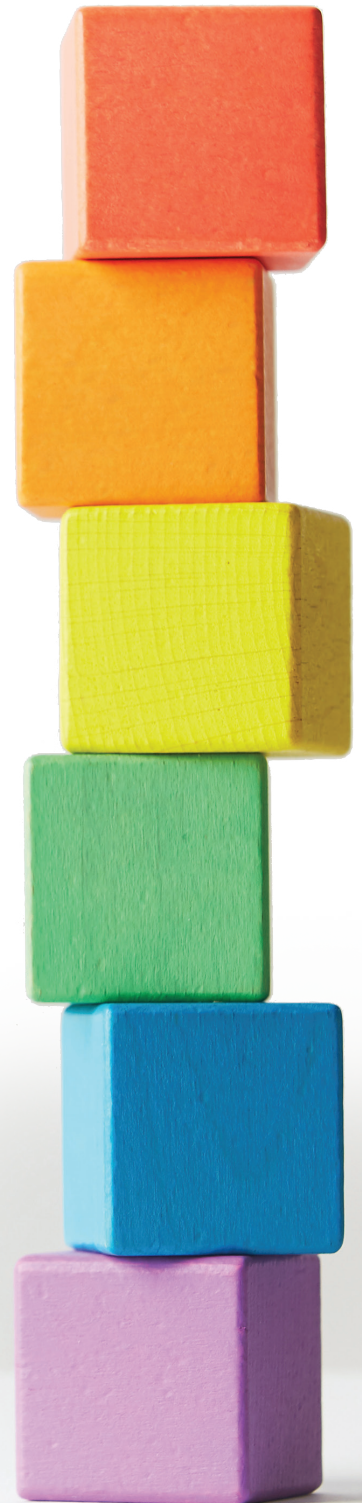
1. Provide up to four opportunities for educating ECE professionals on the importance of self-care. Topics could include:
 - Assess ECE's current health supports
 - Physical health
 - Mental health
 - Workplace relationships
 - Respect, Recognition and Compensation
2. Assessment results will guide self-care information shared through stakeholder publications, websites, and education.
3. Partner with the MOCAN Worksite Work Group to design ECE-specific additions to the tool.
4. Increase support for ECE providers to breastfeed and achieve or maintain statewide Breastfeeding Friendly Child Care recognition.

Evaluation Measures

- Number of completed assessments
- Number of self-care posts
- Number of Child Care Work Group stakeholders offering wellness materials
- Development of Worksite Wellness ECE addition
 - Number distributed to ECE providers
- Number of Go NAPSACC programs that complete goals in Breastfeeding and Infant Feeding and apply for Breastfeeding Recognition

Timeline

Each objective will be assessed annually.



Goal

Support ECE nutrition statewide access initiatives through Farm to Early Care and Education (ECE)/ Child and Adult Care Food Program (CACFP).

Objectives

1. Develop a statewide Farm to Child and Adult Care Food Program (CACFP) recognition program.
2. Increase awareness of and participation in the Go NAPSACC Farm to ECE module.
3. Identify access barriers and collaborate with the Food Systems Work Group to strengthen fresh food procurement.
4. Disseminate policy and program resources to communities working to increase access to healthy foods.
5. Use Child Care Work Group member communication channels to promote resources and share success stories.

Evaluation Measures

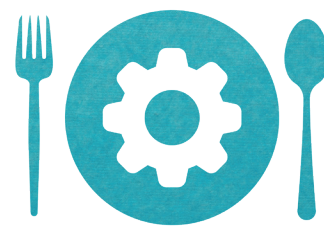
- Number of ECEs that participate in Crunch Off
- Number of ECEs that complete Go NAPSACC goals in Farm to ECE
- Number of resources disseminated
- Statewide Farm to CACFP recognition launched

Timeline

Each objective will be assessed annually.



Food Systems Work Group



Enhance access to healthy foods for all Missourians across the food system.

Goal

Support enhanced practices and utilization of federal food assistance programs.

Objectives

1. Host at least two convenings (within the five-year period) of statewide agencies implementing federal food assistance programs (e.g. Supplemental Nutrition Assistance Program (SNAP), Women Infants and Children (WIC), Double Up Food Bucks (DUFb), WIC Farmers Markets, Seniors Farmers Markets, State agencies, etc.).
2. Conduct two advocacy activities per year to support federal food assistance programs for Missourians (e.g. policy platform statements, letters of support, engagement of advocacy agencies, communication with policymakers, etc.).

Evaluation Measures

- MOCAN year-end reporting
- Changes in federal food assistance policy or practice across the state
- Increased participation in federal food assistance programs across the state

Timeline

Each objective will be assessed annually. Utilization and enhanced policies and practices will be assessed at the end of the five-year strategic plan period.



Goal

Increase the consumption of healthy local food for all Missourians.

Objectives

1. Conduct two advocacy activities per year to support the availability of and access to local foods (e.g., policy platform statements, letters of support, engagement of advocacy agencies, communication with policymakers, etc.).
2. Engage partners from all sectors of the food system in MOCAN activities and events.

Evaluation Measures

- MOCAN year-end reporting
- Behavioral Risk Factor Surveillance System (BRFSS) diet-related data
- State Health Improvement Plan (SHIP) reporting

Timeline

Each objective will be assessed annually. Changes in healthy food consumption will be assessed at the end of the five-year strategic plan period.



Food Systems Work Group

Goal

Build a strong network of food system partners across the state of Missouri

Objectives

1. Conduct monthly meetings to convene food systems partners from across the state.
2. Award an annual Food System Champion award to recognize individuals/organizations across Missouri for exceptional food system work.
3. Collaborate with other MOCAN Work Groups on efforts to enhance access to healthy foods to increase consumption for all Missourians.

Evaluation Measures

- MOCAN year-end reporting

Timeline

Each objective will be assessed annually.





Work Groups and Committee Goals

Healthcare Work Group/Healthy Weight Advisory Committee

Purpose

The purpose of the Healthcare Work Group/Healthy Weight Advisory Committee (hereinafter referred to as the Healthcare Work Group) is to increase support for and collaboration between healthcare professionals, healthcare systems and other stakeholders to promote the adoption of healthy lifestyle practices for improved health and prevention and treatment of obesity and obesity-related chronic diseases in Missourians across the lifespan. While previously two separate but related workgroups, the Healthcare Work Group and the Healthy Weight Advisory Committee have decided to join into one group as they share common goals and members.

Overall Objective

Enhance healthcare professional training, collaboration and advocacy that improve health and prevent and treat obesity and obesity-related chronic diseases.

The obesity epidemic continues to increase in Missouri, which ranks 16th of 50 states with the highest rates of adult obesity in 2022. Missouri's obesity rate in 2022 was 36.5% (an increase of nearly 25%) from 29.4% in 2011 (Missouri State Health Assessment-MSHA; see <https://health.mo.gov/healthplans/pdf/state-health-assessment.pdf>), Figure 35 from MSHA).

Obesity in children and adults is increasingly being acknowledged as a complex and chronic medical condition with multiple biologic, social and environmental drivers requiring multi-disciplinary care. In addition, obesity is associated with several co-occurring conditions such as type 2 diabetes, hypertension, obstructive sleep apnea, liver dysfunction, and overall increased risk of cardiovascular disease. These conditions are seen across the lifespan. Optimal nutrition and physical activity are vital in both prevention and treatment strategies.

Health disparities can increase the risk of obesity among certain populations and they need to be taken into consideration, along with deeper understanding of the social drivers of health that can greatly affect the risk of obesity among individuals (figure 36, MSHA). This data, coupled with increasing time- and regulatory-related demands on healthcare professionals, suggest that additional resources and education are needed to assist Missouri

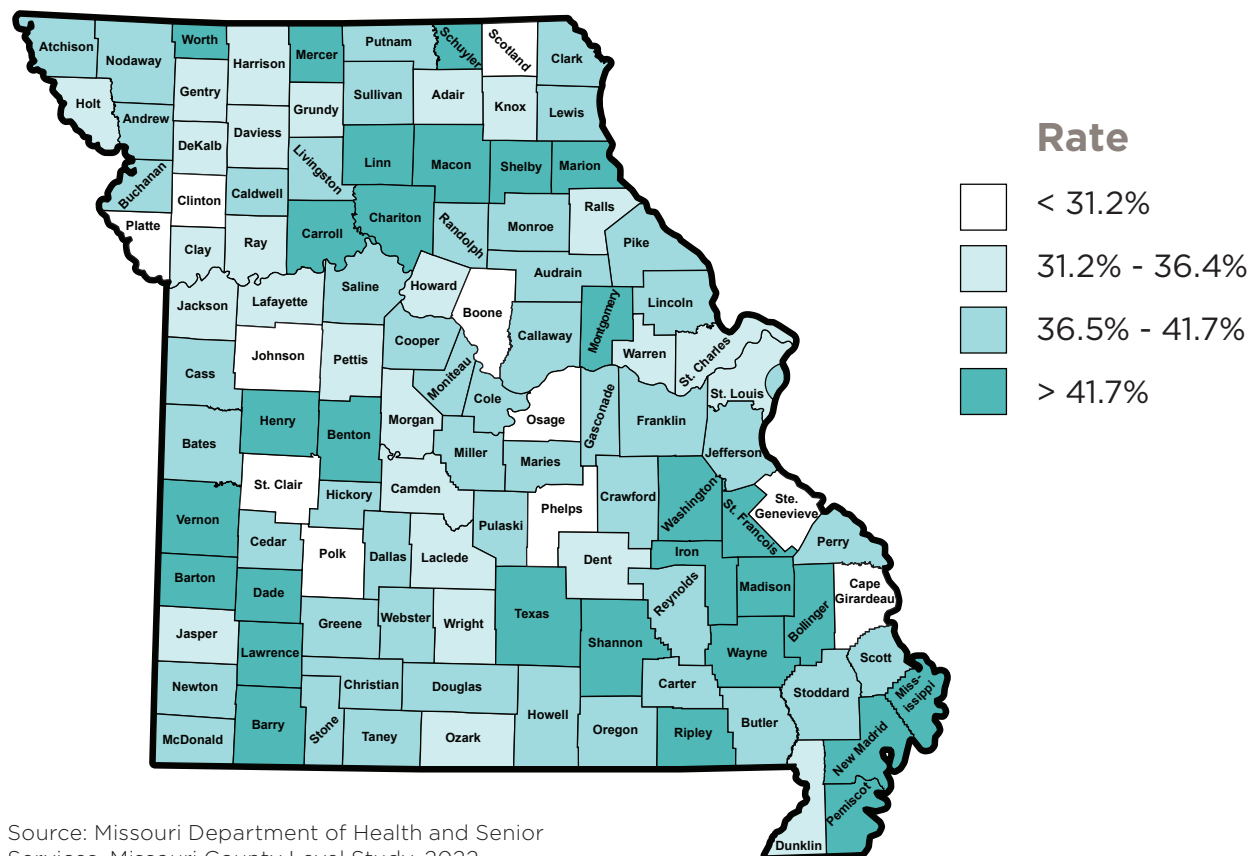
Healthcare Work Group

healthcare professionals in addressing nutrition, physical activity and other related concerns among their patients. Mitigating the rise of both adult and pediatric obesity with evidence-based interventions that prevent and treat excess weight gain is critical.

Both healthcare professionals and patients face challenges concerning lifestyle change interventions. Healthcare professionals cite a lack of time to adequately address the topic during clinic visits, lack of resources, need to provide-person centered care, and a lack of knowledge about billable services for obesity treatment. Patients fear judgment about their own and their children's obesity, experience damaging weight-related conversations, and receive miseducation from social media and other sources.

Improving communication around the importance of physical activity and nutrition should be a priority for healthcare professionals across Missouri, as 2022 data suggests only 75% of Missouri adults get some level of physical activity outside of work (MSHA) and only 48% of Missouri high school students get 60+ minutes of physical activity daily (Youth Risk Behavior Survey 2021). Similarly, less than 35% of Missouri residents consume at least three servings of fruits and vegetables daily (MSHA).

Missouri Obesity Statewide Rate — 36.5%



Source: Missouri Department of Health and Senior Services, Missouri County Level Study, 2022.

Collaboration is also needed amongst specialists in primary care, metabolic and bariatric care, physical activity, nutrition, mental health and public health professionals to develop and improve comprehensive, coordinated care.

With this knowledge, the healthcare workgroup aims to collaborate with several other workgroups to enhance knowledge across these fields, and to promote dissemination of knowledge and resources to increase Missouri's healthcare professional workforce capacity. The workgroup will pursue collaboration with federally funded initiatives, such as the State Physical Activity and Nutrition Program (SPAN), High Obesity Program (HOP). Further, the workgroup will seek to advocate across a wide range of key stakeholders to improve coverage of evidence-based obesity treatment and prevention services.

Healthcare Work Group

Goal

Increase awareness of the MOCAN Healthcare Work Group and enhance connections between the workgroup and existing and new agencies and organizations throughout Missouri to increase awareness, evaluation and treatment of obesity and obesity-related chronic diseases.

Objectives

1. Maintain regular work group representation from key stakeholder organizations and expand representation from new key stakeholder organizations.
2. Connect healthcare professionals across all age ranges and specialties, by maintaining and growing statewide health-related organization collaborations.

Evaluation Measures

- Healthcare workgroup attendance records, number of new organizations joining the healthcare workgroup, number of communications in internal and external newsletters and publications, number of speaking engagements in which information about MOCAN and the workgroup are included
- Number of communication features, number of collaborations, number of speaking engagements including discussion of collaborations

Timeline

2025 — Collect baseline data regarding MOCAN's representation in various statewide agencies and organizations. Explore various healthcare professional collaboration options.

2026 — Increase our representation by 50% via informational blurbs in statewide organization newsletters and/or speaking engagements at statewide conferences.

2027-2030 — Continue to increase representation by 5% each year.



Goal

Develop, improve and deliver education to increase knowledge about evidence-based healthy lifestyles, obesity management and prevention and related social drivers of health.

Objectives

1. Develop and/or identify discipline-specific resources about the multiple factors that contribute to healthy weight and the development and maintenance of obesity.
 - Develop an obesity treatment and prevention toolkit for primary care providers to support their efficacy and confidence in addressing obesity with their patients. See appendix 1 for toolkit topics.
 - Toolkit will be housed on the MOCAN Healthcare Work Group website and/or the MU Continuing Education for Health Professionals website and linked to other organizations.
2. Connect with healthcare professional organizations and other organizations with connection to these professionals to promote relevant trainings and distribute obesity/healthy weight resources.
 - This will include promoting the MTN PWM ECHO, including obesity as a topic in other related ECHOs and participation in local and state professional conferences and organizational meetings.

Evaluation Measures

- Number of resources, surveys, trainings and other educational opportunities developed or identified, number of training participants attending trainings, number of communication metrics promoting trainings and resources (email opens, clicks, etc.), number of champions cultivated as evidenced by tracking through the University of Missouri ECHO programs
- Number of resources distributed to healthcare professionals, number of types of healthcare professionals receiving resources and/or attending trainings

Timeline

2025 — Study/collect data on available opportunities for further education and what percentage are currently utilized. Set baseline for use of resources vs. utilization at 6/12/18/24 months.

2026 — Increase the number of healthcare professionals reached by 10%, complete toolkit production.

2027 — Increase the number of healthcare professionals reached by 20%; track downloads/clicks on toolkit using Qualtrics survey.

2028-2030 — Identify champions in each part of the state as resources to continue the work of educating in their communities. Increase toolkit utilization.



Goal

Increase access to treatment for obesity (FBT – family based behavioral treatment, IBT – intensive behavioral therapy, MNT – medical nutrition therapy,).

Objectives

1. Increase awareness of the existing MO HealthNet benefit for the treatment of obesity to healthcare professionals.
2. Increase the workforce capacity for delivery of the MO HealthNet benefit.
 - Support and educate behavioral health providers and registered dietitians on the existence of the benefit and methods of certification to be able to offer the MHN benefit and similar programs for patients. We will also support their referral process.
 - Help to create a trained provider registry and collaborate with MHN on their credentialed provider database for referral networking and educate medical providers on the existence of the benefit and the steps to refer patients.
3. Connect with MHN and MHN managed care organizations (MCOs) to improve knowledge of benefit among their members, streamline/make uniform information and resources.
 - Work with MHN/MCOs to promote benefit to providers and provide information as well as working with MHN/MCOs to ease or waive the prior authorization process to make it less cumbersome for providers/clinics.
 - Advocate to allow coverage for partial participation for those that cannot commit to the full participation requirements.
4. Identify and promote best strategies to improve patient and family understanding of value of weight management and benefit available.
 - Identify or develop communication strategies to facilitate discussion of obesity with patients and colleagues.
 - Create pamphlets and other resources for healthcare professionals such as tips on how to talk about obesity and how to refer for MHN benefit.
 - Create resources for patients/families such as the benefits of treating obesity, available treatment options.

Evaluation Measures

- Number of outreaches, such as number of promotional items sent, number of times benefit is mentioned in presentations
- Metrics such as: number of trainings developed and delivered; creation of trainee registry; number of trainings about benefit; Number of registered dietitian nutritionists and behavioral health specialists credentialed to offer the benefit; Number of MHN/MCO claims utilizing the benefit in collaboration with the MU Center for Health Policy and other agencies
- Number of communications, meetings and presentations, number of policy changes
- Number of resources created

Timeline

2025 — Continue working with MOHealthNet (MHN) to further delineate the certifications, trainings, and level of treatment experience acceptable for ability to treat. Review and advocate for models for telehealth/virtual visits for those areas where resources are very limited. or an ECHO model where dietitians/behavioral health specialists are available as resources to a local dietitian/behavioral health specialist, group visits virtually but may need to develop contracts between medical group/system and individual providers to offer more widespread visit capacity virtually. Connect with MHN and MCOs to alert them to current concerns with coverage for obesity treatment.

2026-2027 — Explore the potential for programs that may be available for community partnership such as online offerings. Assist healthcare professionals and systems to be able to contract with outside registered dietitian nutritionists and behavioral health providers, including a possible peer learning network available for FQHCs through MPCA. Further delineate credential requirements, with provider database functioning easily by the end of year 3. Advocate to MHN/MCOs to allow data about obesity diagnosis, evaluation and treatment to not rely solely on claims diagnosis codes but instead allow mechanisms for clinical data from the EHR to flow into their data systems (by the end of year 3).

2028-2030 — Monitor referral processes and if needed host listening sessions with providers and patients to troubleshoot concerns with referrals and the delivery of the benefit.

Goal

Advocate for comprehensive, multidisciplinary coverage of obesity prevention and treatment, intensive behavioral treatment, pharmacotherapy and weight loss surgery, and chronic disease management resources like scales, blood pressure cuffs, access to healthy nutrition and physical activity resources.

Objectives

1. Identify and convene key stakeholders (e.g., insurers, patients, healthcare providers and systems, universities, legislators).
2. Develop, support and monitor obesity advocacy strategies as well as establish evaluation mechanisms for tracking strategy efforts.
3. Collaborate with existing resources and develop new collaborations to evaluate obesity treatment benefit reach, uptake, issues.
4. Develop tools for healthcare professionals to support advocacy for improved access to care such as letters of medical necessity for coverage of anti-obesity medications, and how to navigate prior auth and insurance denials. Identify or develop coding and billing guidance, including resources from national healthcare professional organizations.

Healthcare Work Group

Evaluation Measures

- Number of stakeholders identified and approached along with meetings convened, especially with insurers
- Number of advocacy materials developed and percent increased coverage of obesity and other chronic disease management materials (as evidenced through MHN and PCHH, Medicaid managed care claims), data obtained through PWM ECHO program
- MHN and PCHH programs and data sources, Medicaid managed care organizations, DHSS, MHA, MPCA data, PWM ECHO data
- Number of resources developed and distributed to healthcare professionals. Number of resources accessed from MOCAN's toolkit website, PWM ECHO data

Timeline

2025 — Complete identifying key stakeholders

2025-2027 — Convene to discuss obesity advocacy strategies and tracking systems

2028-2030 — Monitor the implementation and efficacy of tracking systems using data from PWM ECHO



Goal

Recognize individuals who are innovative in promoting nutrition and physical activity in their communities.

Objectives

1. Offer annual healthcare award to pre-professional students or professionals increasing opportunities for physical activity and nutrition in their communities.
2. Share nominations with MO DHSS State Health Improvement Plan staff and other statewide organizations, and solicit information from these stakeholders about HCP involvement.
3. Offer opportunities for idea-sharing among Missouri agencies for improving healthcare professional-led efforts to improve physical activity and nutrition in their communities, including presentation times added to regular meetings to feature projects from different regions of the state and features in the MOCAN newsletter.

Evaluation Measures

- Number of channels through which award program is promoted, number of nominations received
- Number of nominations received and shared
- Number of members sharing projects/ideas in MOCAN and state organization newsletters, during workgroup and HWAC/Healthcare workgroup meetings and in other venues

Timeline

2025-2030 — Healthcare awards provided annually; increase opportunities for idea sharing among Missouri agencies by 10% each year

Healthy Aging and Fall Prevention Work Group



The Healthy Aging and Fall Prevention Work Group aims to reduce falls and fall-related injuries among Missourians, maximizing their independence and quality of life while decreasing healthcare costs and deaths. This can be accomplished by helping aging Missourians increase physical activity, creating safe environments for healthy aging, and encouraging aging Missourians to prevent and treat chronic conditions that increase the risk of falls.

The overall objective is to include needs and justification with current data: In 2021, 740 Missourians over the age of 65 died as a result of a fall. Falls are the leading cause of accidental injury death for Missourians over the age of 65. In addition to the needless loss of life, these fatal falls resulted in \$30.43 million in medical costs (Centers for Disease Control Web-based Injury Statistics Query and Reporting System (CDC WISQARS) Data). In 2020, 30.3% of Missourians over the age of 60 reported falling at least once in the past 12 months. 34.6% reported that they were injured as a result of falling (2020 BRFSS).

Falls are not a normal part of aging, and many falls can be prevented by addressing risk factors. Some of these risk factors include impairments to eyesight, hearing, and reflexes; chronic conditions such as diabetes or heart disease; incontinence; cognitive impairment or dementia; age-related loss of muscle; problems with balance or gait; foot problems or unsafe footwear; and medications or medication interactions (National Institute of Health (NIH) -Falls and Fractures in Older Adults: Causes and Prevention).



Goal

Missouri older adults will know the benefits of and have access to fall risk screening and assessment as appropriate to their needs.

Objectives

1. Develop/adopt public educational materials for older adults, their caregivers, and healthcare providers on the benefit of periodic fall risk assessments/screenings.
2. Adopt standardized fall risk assessment tools for various settings and providers, distributing and providing information relative to the tools as appropriate.
3. Design and implement a public awareness campaign to distribute identified public educational materials using dissemination strategies customized to community-dwelling older adults. This public awareness campaign will include information about fall risk assessment, fall prevention, and how to move forward after a fall.

Evaluation Measures

- Educational materials selected
- Fall risk assessment tools selected
- Number of times the information is shared

Timeline

Objective 1 — By end of 2027

Objective 2 — By end of 2027

Objective 3 — By end of 2028

Goal

Missouri older adults living in the community will have knowledge of and access to effective programs and services that preserve or improve their mobility and lower the risk of falls. These programs and services will address a wide variety of risk factors and prevention strategies.

Objectives

1. Develop/adopt public educational materials for older adults and their caregivers to raise awareness of fall risk and protective factors. These materials will focus on risk and protective factors related to nutrition, physical conditioning, strength, gait, and balance. Additional risk and protective factors may be added as needed.
2. Design and implement a public awareness campaign to distribute identified public educational materials using dissemination strategies customized to community-dwelling older adults and caregivers.
3. Promote state and community recreational, faith-based, and senior-serving organizations to provide evidence-based programs and evidence-informed activities customized to the older adult population, recognizing fall risk factors.

Evaluation Measures

- Educational materials selected
- Number of times the information is shared
- Number of times programs are promoted

Timeline

Objective 1 — By end of 2028

Objective 2 — By end of 2029

Objective 3 — By end of 2030

Healthy Aging and Fall Prevention Work Group

Goal

Missouri older adults have access to home and community environments that lower the risk of falls and facilitate full participation, mobility, and independent functioning.

Objectives

1. Develop/adopt public educational materials to improve older adults, their caregivers', and healthcare providers' knowledge and access to home safety measures, including home modifications, assistive technology, that reduce home hazards, improve independent functioning, and lower the risk of falls.
2. Adopt a home safety assessment tool or process and distribute it as appropriate.

Evaluation Measures

- Educational materials selected
- Number of times the information is shared

Timeline

Objective 1 — By end of 2026

Objective 2 — By end of 2027



Goal

Missouri health organizations and providers will enhance their quality metrics and adopt policies focused on healthy aging and physical activity. This will ensure older adults receive quality healthcare, including proper evaluation, treatment, follow-up, and referrals, ultimately improving their quality of life and reducing the risk of falls.

Objectives

1. Develop template policies to help health systems and providers focus on sources of value and total cost-of-care savings, including reduction in falls, functional decline, and frailty.
2. Develop/adopt education and referral pathway materials to enhance the connection between the health care community and community-based healthy aging resources and programs.

Evaluation Measures

- Improved rating in Medicare Advantage performance metrics (reducing the risk of falling, transitions of care, 'Staying Healthy', which measures the receipt of preventive health care and includes the 'monitoring of physical activity'), Healthcare Effectiveness Data and Information Set (HEDIS) Measure (care for older adults, Physical Activity in Older Adults), Value-Based Care metrics, and/or other performance metrics as they become available
- How many materials are accepted by health care organizations or providers

Timeline

Objective 1 — By end of 2026

Objective 2 — By end of 2027

Healthy Aging and Fall Prevention Work Group

Goal

Strengthen this Work Group through recruitment and collaboration to ensure that the purpose of the Healthy Aging and Fall Prevention Work Group can be attained.

Objectives

1. Collaborate with at least two other MOCAN Work Groups to achieve the objectives of this Work Group and ensure that aging perspectives are considered in other Work Groups.
2. Collaborate with at least two community organizations. At least one organization should focus on rural populations.
3. Have at least 20 participants in at least 4 Work Group meetings.

Evaluation Measures

- Number of collaborations with other Work Groups
- Number of collaborations with other organizations
- Number of meetings with more than 20 participants

Timeline

Objective 1 — By end of 2030

Objective 2 — By end of 2030

Objective 3 — By end of 2030



Physical Activity Work Group



The purpose of the Physical Activity Work Group is to increase access to and rates of physical activity across the state to improve the well-being of all Missourians. This is accomplished by 1) increasing awareness of Work Group objectives, 2) promoting relevant research, and 3) supporting existing projects across the state. We will do this by engaging with organizations working to enhance the built environment, expand active transportation opportunities, promote physical activity, and coordinate efforts across MOCAN Work Groups.

Goal

Improve awareness of the MOCAN Physical Activity Work Group's mission and goals to increase membership and engagement across Missouri.

Objectives

1. Identify and engage with other organizations or agencies that align with our objectives throughout the state.
2. Promote opportunities related to physical activity in the MOCAN monthly newsletter.
3. Identify outside speakers and/or readings for discussion during monthly meetings.

Evaluation Measures

- Growth of attendance for monthly meetings by an average of 2 people annually (new members or organizations)
- Each group member to invite at least 1 prospective individual or organization to join the monthly Physical Activity Work Group meeting

Timeline

Ongoing but annual check-in



Goal

Develop a catalog of research, examples, existing plans and policies, and other information to assist communities in increasing physical activity across the state. This catalog will be housed on the MOCAN website along with the Missouri Complete Streets (MOCS) website (<https://www.mocompletestreets.com/resources/>).

Objectives

1. Compile state-level data to measure the success to bring about more physical activity (examples of this data include physical activity levels of school age children, SNAP distribution across the state, fall data, etc.). Examples of these include:
 - a. Identify and compile state-level and local policies or coalitions that support physical activity and incorporate data visualization and mapping.
 - b. Identify and compile statewide active transportation plans across the country.
3. Monitor and explore future funding opportunities.
4. Brainstorm alternative reasons for supporting physical activity/active transportation (main street projects, economic benefits, safety, etc.).
5. Explore and support physical activity initiatives for all ability levels (comprehensive physical activity).

Evaluation Measures

Bi-annual assessment of the website to find resources to put on our website, making sure it's current, etc.

Timeline

Physical Activity Work Group will apply for at least 1 grant within the next 5 years. The first meeting of 2025 will be dedicated to an assessment of current resources on our MOCAN website, identifying gaps, etc.

Physical Activity Work Group

Goal

Support existing funded efforts to increase rates of physical activity.

Objectives

1. Stay updated on goals/progress of the following grants: HOP, SPAN, REACH.
2. Support the 4 primary Missouri Complete Streets Advisory Committee Goals (<https://www.mocompletestreets.com/missouri-complete-streets/>).
 - a. Help the existing efforts to develop a statewide active transportation plan for the Missouri Department of Transportation.
 - b. Encourage attendance/membership of MOCS quarterly meetings and/or provide updates to monthly Physical Activity Work Group.
3. Continue involvement with MO DHSS master plan on aging through our collaboration with Healthy Aging and Fall Prevention Work Group.
4. Collaborate with the ongoing efforts of the Kansas City Physical Activity Plan as a model for communities across Missouri to establish their own physical activity plans.
5. Partner with other Work Groups to promote physical activity by supporting their efforts.

Evaluation Measures

- Physical activity Work Group chair provides update in each steering committee meeting on work group progress
- Including physical activity update on these funded efforts in MOCAN newsletter (at least twice a year)

Timeline

Annual update of HOP/SPAN/REACH grants in Work Group meetings

2025 — Deadline for advocacy/awareness campaign for state-wide active transportation plan



Work Groups and Committee Goals

Schools Work Group

The purpose of the Schools Work Group is to assist schools across Missouri with supporting policies and practices, environments, and education that promote healthy food choices and physical activity. This will be achieved by providing the target audiences with access to best practices, training, model policies, and resources.

Goal

Increase implementation of the CDC Coordinated School Health Approach framework and the use of Local School Wellness Policies through Missouri evidence-based assessments and development and implementation of effective school health action plans throughout Missouri Schools.

Objectives

1. Increase implementation of the Coordinated School Health Approach and the Local School Wellness Policy that affect nutrition and physical activity environments in Missouri schools by state-partner promotion and collaboration by September 30, 2030.
2. Provide training about newly developed resources and components of the Coordinated School Health Approach and the Local School Wellness Policy to MOCAN partners, incorporating evidence-based policies, practices, programs, and services related to school nutrition and physical activity (e.g. healthy fundraisers, classroom physical activity breaks, and increased access to clean and safe drinking water) by December 31, 2025.
3. Create and share information to targeted schools to improve reporting to be compliant with the Department of Elementary and Secondary Education (DESE) Local Wellness Policy through information campaigns (accomplishments/success stories, newsletters, social media, webinars, presentations, web features, and blogs) each year through September 30, 2030.



Evaluation Measures

- Number of schools implementing the Coordinated School Health Approach and the Missouri Local School Wellness Policy
- Professional Development events delivered by number of indicators determined to be needed for each event, such as topic, number of events, number of schools, types of participants
- Number of resources developed by MOCAN partners (e.g. podcasts, articles, videos, etc.), for sharing with schools
- Utilize relevant data sources for specific measures as identified at the beginning of each objective, as appropriate:
 - Missouri Nutrition services online administrative review and triennial assessment data on schools implementing Local Wellness Policies. Specific School Health Profiles Explorer – Dashboard (cdc.gov) - Focus Area: School Health Coordination
 - Partner Professional Development data (for example: Missouri Coordinated School Health Coalition, Alliance for Healthier Generation, etc.)

Timeline

Objective 1 by September 30, 2030

Objective 2 by December 31, 2025

Objective 3 by September 30, 2030

All reviewed biannually



Goal

Increase implementation of evidence-based school nutrition and food security policies and practices with emphasis on creating more involvement with Farm to School and nutrition standards.

Objectives

1. Promote national and state school nutrition environment and service resources (guidance, strategies, and tools) that support implementation of best practices in schools and out of school time (OST) through multiple MOCAN communication methods and channels each year by each year through September 30, 2030.
2. Establish and strengthen state partnerships to improve the school nutrition environment and services before, during and after the school day through professional development through December 31, 2030.
3. Partner with communication professionals at state and local levels to develop and/or share success stories related to nutrition in school and OST programming to increase awareness of the successes and impacts realized through December 31, 2027.

Evaluation Measures

Utilize relevant data sources for specific measures as identified at the beginning of each objective, as appropriate:

- School Health Profiles Explorer – Dashboard (cdc.gov)
- Focus Area: Nutrition Environment and Services
- YRBS Explorer (2021) | CDC Focus Area: Dietary Behaviors
- Number and type of articles, etc. related to success stories shared

Timeline

Objective 1 by September 30, 2030

Objective 2 by December 31, 2030

Objective 3 by December 31, 2027

All reviewed biannually

Goal

Increase implementation of evidenced-based Comprehensive School Physical Activity Programs (CSPAP) in schools through dissemination of resources and training.

Objectives

1. Establish or strengthen state partnerships to provide training and technical assistance to schools to increase opportunities for physical activity during the school day and in out-of-school time (OST) program settings by 10% each year through December 31, 2030.
2. Promote national and state resources (e.g. guidance documents, strategies, and tools), including those from the Comprehensive School Physical Activity Program (CSPAP), that support best practices in evidence-based school health policies, practices, programs and services related to physical activity in school and out-of-school time (OST) program settings through multiple MOCAN communication methods and channels each year through December 31, 2030.
3. Partner with communication professionals at state and local levels to develop and/or share success stories related to physical activity in school and OST programming to increase awareness of the successes and impacts realized each year through December 31, 2030.

Evaluation Measures

Utilize relevant data sources for specific measures as identified at the beginning of each objective, as appropriate:

- School Health Profiles Explorer – Dashboard (cdc.gov) - Focus Area: Physical Education and Physical Activity
- Youth Risk Behavior Surveillance System (YRBS Explorer (2021) | CDC) - Focus Area: Physical Activity
- Number and type of articles, etc. related to success stories shared

Timeline

Objective 1 by December 31, 2030

Objective 2 by December 31, 2030

Objective 3 by December 31, 2030

Review progress biannually



Work Groups and Committee Goals

Worksites Work Group

Encourage and help worksites to promote organizational wellness to their employees statewide. We encourage workplaces to adopt policies and practices that promote individual well-being, utilizing the WorkWell Missouri Toolkit, Missouri Worksite Wellness Award and Missouri Department of Health and Senior Services (DHSS) worksite wellness resources.

Goal

Educate and collaborate with employers about the benefits of organizational wellness policies and supportive environments that provide opportunities for overall employee well-being including mental health, healthy eating and physical activity.

Objectives

1. Provide resources to gain manager support of organizational wellness initiatives such as manager training, Work@Health training, and lunch and learns.
2. Promote the WorkWell Missouri Toolkit with the addition of appendices that address disability, mental health, ergonomics, sleep and spirituality and other best practices to Missouri worksites through email, newsletters, social media, and member outreach.
3. Partner with Department of Mental Health and Department of Health and Senior Services to develop interactive companion as an appendix to WorkWell Missouri Toolkit.
4. Maintain attendance at the CDC's "Work@Health" training annually.

Worksites Work Group

Evaluation Measures

- Objective 1: Maintain/increase attendance annually, use training evaluation feedback to guide further offerings.
- Objective 2: Increase traffic by 5% annually to the WorkWell Missouri Toolkit webpage through December 2030.
- Objective 3: Add final product to the WorkWell Missouri Toolkit and on the MOCAN website.
- Objective 4: Maintain/increase attendance annually, use training evaluation feedback to guide further offerings.

Timeline

Objective 1- Offered annually

Objective 2- 2025-2030

Objective 3- 2024-2027

Objective 4- 2025-2030





Goal

Support worksites across the state to apply or reapply for the Missouri Worksite Wellness Award as well as national recognition for successfully implementing a wellness program that promotes overall employee well-being.

Objectives

1. Promote the Missouri Worksite Wellness Award to Missouri worksites through email, newsletters, social media, and member outreach. Encourage the application of national recognition.
2. Recognize worksites who have utilized best practices to develop or enhance their worksite wellness programs. Worksites will receive window clings, framed certificate, use of the award logo, recognition at the annual MOCAN Summit, worksite will be listed on the MOCAN and DHSS websites, and opportunity to share their work at the MOCAN Summit.

Evaluation Measures

- Objective 1: Maintain/increase application submissions annually
- Objective 2: Approved applications recognized annually

Timeline

Objective 1- 2025-2030

Objective 2- October, Annually

Goal

Establish worksite guidelines and resources that support development of environmental and policy change within organizations.

Objectives

1. Create policy templates to guide worksites to facilitate creation of their own well-being policies. These will be available on the MOCAN website and WorkWell Missouri Toolkit for general use.

We will draft the following guidelines:

- Creating a healthy eating/vending policy in the workplace
- Providing supportive occupational balance in the workplace
- Establishing a physical activity policy in the workplace during work breaks
- Including private lactation rooms or making reasonable accommodations
- Enacting a clean air policy
- Drafting guidelines for ways to get leadership buy-in and support of wellness initiatives

Evaluation Measures

- Number of template downloads annually or record of specific requests for documents

Timeline

2027-2030



Goal

Find a way to see how many worksites in Missouri have wellness programs and create statewide map of organizations with worksite wellness programs in place.

Objectives

1. Collaborate with partner agencies to access data already collected.
2. Develop a survey for employers to determine if they have wellness policies in place and if so, what the policy entails.
3. Promote the survey statewide through our networks.

Evaluation Measures

- Compare 2025 data to 2030 data on number of worksites with wellness programs

Timeline

2025-2030



Worksites Work Group

Goal

Work with employers to understand the importance of a well-rounded workforce.

Objectives

Educate employers on the increasing number of employees 65+ as evidenced through Master Plan on Aging (MPA) and provide resources to support this population.

- Offer webinars and podcasts through organizations such as Business Health Coalition (BHC), DHSS, etc.
- Inform employers of the value of hiring varying ages and skill sets.
- Highlight the benefits of providing employee time off to volunteer in the community.
- Educate employers of the benefits of pursuing various workplace programs, such as American Association of Retired Persons (AARP)'s Employer Pledge Program, which demonstrate commitment to older workers.
- Encourage employers to provide information on civic and volunteer engagement opportunities to individuals preparing for retirement.

Evaluation Measures

Track listeners, participants and resource reach

Timeline

2027-2030



Member Organizations

- 2BuyAg
- A Red Circle
- Aging Best
- Alive and Well STL
- Alliance for a Healthier Generation
- American Heart Association
- Barnes Jewish Hospital
- Bates County Health Center
- Big Spring Walk In Clinic
- BikeWalkKC
- BJC Healthcare: School Outreach & Youth Development
- Blue Cross Blue Shield-KC
- Boone County Food Council
- Bothwell Regional Health Center
- Boys & Girls Club St. Charles County
- Build A Plate, LLC
- Butler County Community Resource Council
- Capital Region Medical Center
- Care Connection for Aging Services
- Carroll County Health Department
- Center for Children's Healthy Lifestyles and Nutrition — Children's Mercy KC
- Center for Children's Healthy Lifestyles and Nutrition- Children's Mercy Hospital
- Child Care Aware® of Missouri
- Children's Mercy Kansas City
- City of Joplin
- City of Joplin Health Department
- Cole County Health Department
- Columbia Surgical Associates
- Columbia/Boone County Department of Health and Human Services
- Community Action Partnership of Greater St Joseph
- Community Strong
- Complete Family Medicine
- Cooper County Public Health Center
- Cultivate KC
- Cox Health
- Delta Area Economic Opportunity Corporation
- Department of Social Services - Family Support Division
- Douglass Community Services
- Economic Security Corporation — Early Head Start
- Evangel University
- Fair Food Network
- Federation of Catholic Schools
- Feeding Missouri
- FitFusionSTL
- Fontbonne University
- Freeman Health System
- Gateway Region YMCA
- Girls on the Run St. Louis
- Greenscape Gardens
- Hannibal Regional Healthcare System
- Harvesters
- Health & Wellness Aeroponic Plants
- Health Forward Foundation
- Health UR Hobby
- Healthcare Collaborative of Rural MO
- Healthy Blue Missouri
- Healthy Schools Healthy Communities
- Heather Gillich Consulting, LLC
- Impacting Youth Wellness
- Independence Health Department
- Independence Public Schools
- Interdisciplinary Center for Food Security
- Iron County Health Department
- Jackson County Health Department
- Jasper & Newtown Counties Community Health Collaborative
- Jasper County Health Department
- Jefferson County Health Department
- Jefferson Franklin Community Action Corporation
- Johnson & Johnson
- Kansas City B-cycle
- Kansas City Kansas Public Schools
- Kansas City University - Joplin Campus
- Kansas City University: Score 1 for Health
- Karen Stephens, RD
- Katy Trail Community Health

- KC Healthy Kids
- Knox County Health Department
- Learfield
- Liberty Community Health Action Team (LCHAT)
- Lincoln University Cooperative Extension
- Lindenwood University
- Live Well Ferguson
- Maternal, Child and Family Health Coalition
- Mead Johnson Nutrition
- Mercy Hospital
- Mid-America Regional Council
- Midwest Dairy Council
- Mississippi County Health Department
- Missouri Academy of Nutrition and Dietetics
- Missouri American Society of Clinical Oncology
- Missouri Association of Area Agencies on Aging
- Missouri Association of Supervision and Curriculum Development
- Missouri Beef Industry Council
- Missouri Bicycle and Pedestrian Federation
- Missouri Care a WellCare company
- Missouri Department of Elementary and Secondary Education
- Missouri Department of Health and Senior Services
- Missouri Department of Mental Health — Fulton State Hospital
- Missouri Department of Social Services
- Missouri Dept of Health and Sr Services Bureau of Health and Wellness
- Missouri Dept. of Transportation
- Missouri Foundation for Health
- Missouri Head Start State Collaboration Office
- Missouri Hospital Association
- Missouri Nurses Association
- Missouri Ozarks Community Action
- Missouri Park & Recreation Association
- Missouri River Communities Network
- Missouri School Boards Association
- Missouri School Nutrition Association
- Missouri Southern State University
- Missouri State Alliance of YMCAs
- Missouri State Medical Association
- Missouri State University
- Missouri SWITCH (Southwest Initiative to Change Health)
- Missouri WIC Program
- Missourians for Responsible Transportation
- Modine Manufacturing Company
- Monett R-1 School District
- Morgan County Health Center
- Neosho School District
- Nixa Schools
- North County Community Betterment LLC
- NW Pediatrics
- Oasis Institute
- Operation Food Search
- Orange Goodness LLC
- Over Yonder Local Market
- Ozark Center
- Ozarks Food Harvest
- Ozarks Regional YMCA
- Performance Massage and Wellness
- Platte County Health Department
- Preferred Family Healthcare
- Prevention Research Center
- Quaker Windows
- R&R Windy Ridge Farm
- Randolph County Health Department
- Right at Home
- Salt Fork YMCA
- Samuel U. Rodgers Health Center
- Score 1 for Health - Kansas City University
- SEMO Health Network
- SeniorAge
- Shelby County Health Department
- Show-Me State Games
- Sister of the Most Precious Blood of O'Fallon, MO
- Skyline R-2 Elementary School
- Small Business Majority
- Smythe Consultants LLC

- SOPHE (Society for Public Health Education) Midwest
- Southeast MO State University
- Southern Boone Learning Garden
- SouthSide Early Childhood Center
- Special Olympics MO
- Springfield Public Schools
- Springfield-Greene County Health Department
- SSM Health Medical Group
- St. Francis Medical Center
- St. Louis Area Business Health Coalition
- St. Louis County Department of Public Health
- St. Louis University
- The Lunch Boxtruck
- Thermal Engineering International
- Trailnet
- Trauma Outreach Team
- Tri-County Health Department
- Twin Rivers Regional Medical Center
- UMKC School of Medicine
- University of Missouri - Coordinated Program of Dietetics
- University of Missouri — Center for Health Policy
- University of Missouri — Extension
- University of Missouri — Healthcare
- University of Missouri — Health Communications Research Center
- University of Missouri — St. Louis
- University of Missouri — Women's & Children's Hospital
- University of Missouri-Kansas City
- USDA — Rural Development
- Washington University School of Medicine
- Washington University St. Louis
- Washington University — Healthy Youth Partnership



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