



BUILDING A HEALTHY ACTIVE WHITTIER

Vision:

"A Healthy Active Whittier"

Mission:

To champion "A Healthy Active Whittier" through neighborhood & community engagement, collaborative partnerships, & policy/environmental change, with a focus on sustainable efforts to improve the health and wellness of those living, working, learning, and playing in our community.

Goals:

Activate Whittier will promote a community environment where individuals & families can:

- Be healthy and active;
- Easily obtain information regarding health and wellness promotion strategies;
- Actively contribute to the development & implementation of community health improvement strategies; and
- Participate in community collaboration & community-led initiatives focused on long-term solutions for "A Healthy Active Whittier."

Strategy 1:

Governance

Provide infrastructure & sustainability needed to support the vision & mission. Responsibilities include: fiscal sustainability, grants, guidance, capacity building, by-laws & over-sight.

Strategy 2:

Program Mgmt & Evaluation

Develop, implement and evaluate programs and activities of Activate Whittier. Build a transparent system of accountability through on-going measurement and evaluation of all AW programs and activities.

Strategy 3:

Community Engagement & Membership

Cultivate meaningful & productive relationships w/ individuals, organizations, and businesses to build and sustain the on-going work. Provide resident engagement to build ownership & ensure sustainability of AW programs & activities through efforts addressing health, safety and well-being issues in their community.

Strategy 4:

Policy / Environmental Change

Influence the social fabric surrounding health, safety, and wellness issues by engaging in public policy, environmental and system changes to support healthy eating, active living and well-being.

Strategy 5:

Social Marketing / Public Awareness

Communicate messages that promote health and wellness for all that live, work and play in the AW communities. Raise local community's awareness of AW programs/activities through innovative social marketing & general marketing strategies.