



## **Mission & Vision**

### **Mission:**

Develop one healthy, active community in the Rockford region.

### **Vision:**

There exists a permanent culture of a healthy and active lifestyle for all residents of the Rockford region.

### **Strategy:**

Concentrate area of focus on youth from birth to Grade 12. Areas of promoting cultural change will focus on fitness, physical activity and nutrition.

### **Goals for the year 2008 and 2009:**

- ◆ Will increase the active living and healthy eating of youth, ages 5-11.
- ◆ Will begin to promote to the community the importance of a healthy lifestyle
- ◆ Will continue to learn about healthy/active lifestyle initiatives in our community
- ◆ Will identify stakeholders and get them involved in the movement

### **Patterns of a Healthy Active Community:**

- ◆ We promote dialogue.
- ◆ We create, identify, and energize leaders who will embrace the mission as a priority.
- ◆ We share a vision of a healthy, active community as a priority community value.
- ◆ We embrace diversity.
- ◆ We have full access to and utilize our community's data regarding our overall health condition.
- ◆ We connect people to resources for attaining a healthy and active lifestyle.

April 14, 2008