

strategies



The key strategy of GetMoving! is to identify and build on the many community assets that already exist in the Rockford region.

There are many outstanding resources already available that assist in some way to promote healthy lifestyles for all citizens. Here are the specific outreach target groups and communication objectives for each segment:

- Schools: help children and their families recognize the benefits of being active and eating healthy. Reach them through in-school messages and materials.
- Employers: reach a broad cross-section of residents through paycheck notices and on-site flyers/posters. Build awareness of partner programs and encourage a healthier lifestyle.
- Faith-based Communities: reach congregants through messages in bulletins, newsletters and on-site flyers/posters. Build awareness of partner programs and encourage a healthier lifestyle.
- Senior Organizations: reach a large number of seniors through senior center staff, messages in newsletters, and on-site flyers/posters. Build awareness of partner programs and encourage a healthier lifestyle.
- Legislators: build an ongoing advocacy effort amount local and state government leaders that encourages consideration of healthy lifestyle principles in legislative and public policy decisions. Reach them through personal visits and regular written correspondence developed by GetMoving!