Strategy 2: Build Support for Change

Delaware State Health Improvement Plan

Presented by:
Laura Saperstein, Physical Activity, Nutrition & Obesity Prevention
Delaware Division Public Health
This strategy addresses the need to generate a climate in which Delawareans are knowledgeable about and support efforts to improve healthy behavior. Support for such changes can come from elected officials, community leaders, the business community, and others who are in a position to influence public opinion.

1. Identify key stakeholders and decision makers in priority settings
2. Create a strategy for stakeholder advocacy
3. Mobilize a network of stakeholders to advocate
Mobilization Updates

- Since June, 2016 – 4 new partner organizations have joined with MTFS
  - Young Life, Siegel JCC, Urban Promise, Fellowship Christian Athletes
- As of September 30, 2016
  - 3,126 participants
  - 166,514 health activities performed over 101,839 hours
  - 65% of healthy activities tracked are “Fitness & Movement” activities, equating to over 377K miles walking, running, biking…. Or, 864,461,813 steps
- Over $50K moved to charity