DELWARE
STATE HEALTH IMPROVEMENT
PLAN
ASSURE INFRASTRUCTURE NECESSARY TO INCREASE
ADOPTION OF HE/AL
STRATEGY 2: BUILD SUPPORT FOR CHANGE

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Build Support for Change

Identify Stakeholders
- Identify Priority Settings
- Identify Key Informants

Create Advocacy Strategy
- Stakeholder training & development
- Develop strategies based on policy-related issues

Mobilize Stakeholders
- Messaging
- Engaging participants
- Convening & Surveying champions
Identify Priority Settings

- Schools
- Faith-based organizations
- Non-profits/community organizations
- Worksites
**Stakeholder Advocacy Strategy**

- **Convene Stakeholders**
  - Contract a facilitator to lead outreach
  - DPH Health Behavior Strategy(s) recommended

- **Develop Strategies**
  - Aligns with NPS recommendations
  - Community Assessment(s)
Motivate the Frist State brand and messaging is developed.

MTFS secures:
- Over 2600 users
- Log over 100K healthy activities
- Raise $39,948 for Delaware Charities

June-October, 2015
- Community Organizations do outreach and raise awareness & participation

April 22, 2016
MTFS Inaugural Celebration