



**Strategic Framework
January 2021**

Mission	Be Healthy Berrien is a catalyst for change to reduce and prevent obesity.
Vision	A thriving community that works together to embrace healthy eating and active living by design.
	An Agile, Data-driven Culture: We drive impact where the need is greatest.
	Collective Impact: Creating cross-sector partnerships; working together to address a common goal.
	Common Good: We share responsibility for improving health for all people.
	Health Equity: All people have access to opportunities and support that enable them to be healthy.
	Inclusivity: All people who live, work, and play here are important.
	Shared Knowledge: We embrace community wisdom.
Priority Areas	<ol style="list-style-type: none"> 1. Improve access to affordable healthy foods 2. Improve opportunities for active living

Goals and Objectives

Overall 10-year population health goal

Decrease the percentage of obese adults in Berrien County by 10% from 38.9% to 34.1% by 2030.



Priority Area 1: To improve access to healthy food

The three-year Action Planning Goals include:

1. Develop and implement Healthy Corner Store Strategy
2. Collaborate with Local Food Council in the development of Benton Harbor Farmers Market Strategy

Objectives / Goals	Activities: Three-year plan	Metric	Timing
<p>Decrease the number of census tracts that are food deserts</p> <p>Goal 1a: Increase the percentage of adults eating at least one fruit per day by 10% from 41.6% to 46.6% by 2030.</p>	<p>Build capacity with current Healthy Corner Store Network (HCS).</p>	<p>+ inventory of produce varieties</p> <p>+ visibility of produce items</p> <p>+ store owners’ knowledge about handling and marketing items</p> <p>+ sales of produce items</p> <p>+ food demonstrations</p>	<p>1-3 years</p>
<p>Goal 1b: Increase the percentage of adults eating at least one vegetable per day by 10% from 35.7% to 40.6% by 2030.</p>	<p>Increase healthy food retail locations in designated census tracts.</p>	<p># of new Healthy Corner Stores</p> <p># of produce items</p> <p># of produce sales</p>	<p>1-3 years</p>
	<p>Support Cornerstone Alliance to attract a grocery store solution in the city of Benton Harbor.</p>	<p># of stakeholder meetings</p> <p># of communications</p> <p>charter established</p>	<p>1-4 years</p>
	<p>Develop farmers market strategy; establish a maintainable farmers market business that provides a consistent source of fresh produce to residents.</p>	<p>+vendors; revenue, and satisfaction</p> <p>+ market attendee</p> <p>+market sales</p> <p>+EBT customers and EBT sales</p> <p>+attendees at programs and educational outreach events</p>	<p>1-3 years</p>



Priority Area 2: To improve access to physical activity

The three-year Action Planning Goals include:

1. Develop and implement Resident Leadership Academy
2. Develop and implement an Active Living Council

Objectives / Goals	Activities: Three-year plan	Metric	Timing
<p>Increase access to active living activities in the community.</p> <p>Goal 2a: –Increase the proportion of adults in Berrien County who report leisure-time physical activity by 10% from 71.9% to 76.3% by 2030.</p>	<p>Increase accessibility to parks and trails.</p>	<p># of residents surveyed; # of activities implemented</p> <p># of members engaging in physical activity; # of activities</p>	<p>1-3 years</p>
<p>Goal 2b: Increase the proportion of adults in Berrien County who report adequate aerobic activity by 10% from 71.5% to 66.9% by 2030.</p>	<p>Develop an Active Living network to promote and share information about physical activity.</p>	<p>Active Living Council established</p> <p># of organizations in network</p> <p># of communications disseminated</p>	<p>1-3 years</p>
	<p>Develop and implement a Resident Leadership Academy.</p>	<p># of residents</p> <p># of events</p> <p># of resident led initiatives</p>	<p>1-3 years</p>
	<p>Support businesses in making changes in the work environment that promote healthy behaviors.</p>	<p># wellness policies</p> <p># wellness workshops</p> <p># wellness resources</p>	<p>1-3 years</p>