**Strategic Plan Update  
2018  
(2015 – 2020)  
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**Mission:** Be Healthy Berrien is a union of organizations working to reduce and prevent obesity in Berrien county through policy, systems, and environmental changes.

**Goal:** Be Healthy Berrien’s goal is to decrease the percentage of obese adults by 10% from 39.9% to 35.9% by 2020. We are committed to doing this by improving systems and creating healthy places that accommodate the differing needs of all community members.

**Objectives (Long-term outcomes):**

* Increase the percentage of adults eating 5 or more servings of fruit and vegetables daily by 10% from 17.1% to 18.8% and from 7.3% to 8.0%. among 18-24-year olds
* Decrease the percentage of adults who report no leisure-time physical activity by 10% from 30.2% to 27.2% and from 16.2% to 14.58% among 18-24-year olds
* Increase the percentage of adults who report adequate aerobic physical activity by 10% from 45.1% to 49.6% and from 49.1% to 54.0% among 18-24-year olds

**Implementation Progress: Improving Food Access, Worksite Environments, and K-12 Learning   
Environments has been the focus of the past 3 years.**

The tables on the following pages detail the strategies and action items Be Healthy Berrien aims to implement. The action items represent both evidence-based and innovative approaches to solving the problem of obesity.

**Priority Area 1: Improve Access to Healthy Food -** Coordinate efforts to move locally grown food from our fields onto the tables of Berrien County residents so community members can purchase and eat fresh and healthy food.

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| Performance Measure |
| Number of food retailers that offer affordable healthier food choices in underserved areas (food deserts) |

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| Strategy | Action Item | Geographic Scope |
| Increase Access to fruits and vegetables within 4 components of food access  -Affordability  -Proximity  -Acceptability  -Culinary Knowledge | Coordinate the structure of the Benton Harbor Farmers Market and Mobile Farmers Market to expand the reach and season\* | Benton Harbor  Benton Township |
| Increase the number of Farmers Markets, Farm Stands, and CSAs that accept SNAP benefits | County-wide |
| Develop and implement a healthy corner store initiative\* | Benton Harbor and Niles |
| Create an inventory of community gardens and develop opportunities to increase their capacity | County-wide |
| Develop and open a “Food Club” pantry with wrap around services in Benton Harbor\* | Benton Harbor |
| Advocacy Approach | Leverage existing programs to create opportunities for coordinated community education messages\*  -taste testing  -cooking demonstrations  -food preservation | County-wide |
| Increase the number of municipalities with zoning for community gardening and urban farming | County-wide |
| Collective Impact | Form a Local Food Council\* | Southwest Michigan Region |
| \* Implementation in Process | | |

**Priority Area 2: Improve Access to Physical Activity -** Identify and support initiatives focused on enhancing community opportunities for physical activity.

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| Performance Measure |
| Number of physical activity opportunities |

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| Strategy | Action Item | Geographic Scope |
| Collaborate in efforts to create environmental changes to increase access to physical activity | Support and lead efforts to make existing recreation resources more useable | Coloma/Watervilet  Benton Harbor  Benton Township  Niles |
| Support the creation of new recreation opportunities (i.e. parks/trails, Active Transportation programs, joint-use agreements, organized physical activities [teams/lessons/clubs) | Coloma  Niles  Buchanan  Three Oaks |
| Advocacy Approach | Educate community leaders about the connection between built environment and health | County-wide |
| Advocate for the inclusion of measures to improve health in municipality master plans | County-wide |
| Collective Impact | Create a Regional Parks Plan | County-wide |
| \* Implementation in Process | | |

**Priority Area 3: Improve Active Transport Infrastructure -** Connect stakeholders and entities involved in transportation to improve infrastructure for pedestrians, bicyclists, those using mobility aids, and public transit users.

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| Performance Measure |
| 1. Number of transportation planning organizations (MPOs/municipalities) with complete streets initiatives 2. Number of miles of roadways with complete streets infrastructure planned within MPO areas |

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| Strategy | Action Item | Geographic Scope |
| Educate community members and decision-makers that roads are used for more than efficient vehicular traffic and raise awareness of the benefits of Active Transportation | Hold walking/walkability events with the public and policymakers | Benton Harbor  St. Joseph  Shoreham  Buchanan  Niles |
| Advocacy Approach | Research high-impact corridors and engage community leaders within these areas to improve complete streets, non-motorized connectivity between jurisdictions\* | County-wide |
| Advocate for an integrated public transit system that includes fixed-routes in urban areas\* | Benton Harbor  Niles  County-wide |
| Collective Impact | Develop a coordination hub for non-motorized paths | County-wide |
| \* Implementation in Process | | |

**Priority Area 4: Improve Worksite Environments to Support Healthy Behaviors -** Educate and support businesses in making changes in the work environment that promote healthy behaviors.

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| Performance Measure |
| Number of YMCA corporate partners in Berrien County |

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| Strategy | Action Item | Geographic Scope |
| Build capacity in the community for providing technical assistance to businesses to implement healthy worksite policies and environments | Provide training and support to the Southwest Michigan YMCA to develop a sustainable worksite wellness program plan and corporate wellness policies for YMCA worksite wellness services to include policy and environmental change services\* | Benton Harbor  Niles |
| Advocacy Approach | Create and promote an online interactive worksite wellness toolkit to businesses of all sizes\* | County-wide |
| Collective Impact | Participate on the state-wide 4x4 Partnership\* | State-wide |
| \* Implementation in Process | | |

**Priority Area 5: Improve K-12 Learning Environments to Support Healthy Behaviors Among Youth - S**upport and enhance school efforts to provide healthy foods and physical activity.

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| Performance Measure |
| Number of schools with organized Coordinated School Health Programs |

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| Strategy | Action Item | Geographic Scope |
| Lead efforts to create policy and system changes that elicit more physical activity and improve nutrition among youth | Support the implementation of an eight-component Coordinated School Health program in k-12 schools with the tenants of a whole-child approach to education\* | Benton Harbor  Niles  Eau Claire  New Buffalo |
| Support Project LEAN nutrition and physical activity programs in kindergarten, 3rd grade, and 5th grade classrooms\* | Benton Harbor  Niles  Eau Claire  New Buffalo |
| Collective Impact | Manage the data-collection and reporting process for the Be Healthy Berrien Youth Healthy Eating and Physical Activity Survey\* | County-wide |
| \* Implementation in Process | | |