

LET'S GO!'S STRATEGIC PLAN 2021 - 2025

VISION

MaineHealth

Working together so our communities are the healthiest in America.

MISSION

MaineHealth

LET'S GO!

Using a health equity and systems lens, Let's Go! works to improve behaviors that impact childhood obesity by increasing opportunities for healthy eating and active living in the communities we serve.

GOALS

- 1 Increase consumption of healthier food and beverages
- 2 Decrease consumption of less healthy food and beverages
- 3 Increase physical activity
- 4 Increase cross sector coordination and collaboration
- 5 Increase adherence to current standards of care for prevention, assessment, management and treatment of childhood obesity

STRATEGIES

CREATE

environments that support healthy behaviors

EDUCATE

using evidence-based information

COLLABORATE

for greater impact

ADVOCATE

for policy and systems change

METRICS

- Implementation of site level environmental changes
- Implementation of clinical strategies
- Number of Let's Go! Multi-Setting Communities
- Knowledge and skills of community and clinical site staff
- Parent/caregiver awareness and knowledge of Let's Go! and 5-2-1-0
- Number of state and national organizations collaborating with Let's Go!
- Implementation of clinical/ community linkages
- Implementation of site level policy changes
- Adoption of school district and state policies to support healthy eating and active living

LONG-TERM OUTCOMES

Increase healthy eating and active living behaviors for children/youth and decrease childhood obesity