

Visioneering Wichita: Health Care Alliance
Focus Area: Obesity & Diabetes

Among our community strengths and opportunities—where do we have an opportunity to work together differently?

Questions for consideration:

1. Can a coalition do that?
2. Are we getting to “actionship”?
3. Which strategy will we need to use-- *Awareness/Education, Policy, or Program?*

ACTION PLAN: HOW WE GET THERE

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| Issue: inspire change by making change important to individuals | Strategy: Create a “What’s in it for me?” campaign/communication plan |
| Who needs to be involved? | Health and Wellness Coalition, schools, media, employers, 3 rd party payers, policy makers, individuals modeling healthy behavior |
| What are the first steps? | <ol style="list-style-type: none"> 1. Find professional communications specialist 2. Figure out how to pay for it, explore pro bono, resource development 3. Identify benefits to individuals from programs, changes in built environment, policy changes |
| When can this be accomplished by? One year? Five years? | 1 year- resource development 1 year- design, develop, produce, launce research Ongoing- implementation |
| What will be different? | Increase cohesiveness of messages/education, increase desire for change/momentum, bombard people (subliminal) with messages, change food options available in marketplace |
| What will we measure? | Increase emphasis on wellness activities, change in benefit packages of employers |