

STRATEGIC PLAN (3 YEARS)

MISSION	The Basse Côte Nord en Forme initiative will work in cooperation with community organizations and interested residents to provide opportunities and support for youth aged 0 to 17 years and their families to adopt active lifestyles and healthy eating habits which they will carry with them throughout their lives.
VISION	To encourage and involve residents of communities on the Lower North Shore to create and develop a lifelong «Healthy Active Lifestyle» for youth aged 0-17.
STRATEGIC SUMMARY	<ul style="list-style-type: none">▪ The aim of the initiative is for LNS communities to create an environment which promotes, develops and supports healthy active lifestyle for youth that they will carry with them throughout their life and subsequently transfer to their children▪ Work with communities, through local work groups representing youth interests, to develop action plans which result in activities that contribute to active and healthy lifestyles for youth.▪ The program will follow the QeF mandate and focus on enhancing physical activity and healthy eating for youth ages 0-17, their families and their communities by focusing on improvements to communication between key players, maintaining involvement of regional and local partners and developing long term sustainable commitments from stakeholders.

STRATEGIC PLAN 2012-2015
(July 1st - June 31st)

Strategic Direction 1	Mobilization of partners, stakeholders and communities to encourage long term commitment					
Objectives	Outcomes	Indicators	Strategies	Year of realization		
				2012-2013	2013-2014	2014-2015
1.1 Maintain, support and increase capacities of the Local Action Groups	Minimum of 2 meetings per year with each LAG	6 LAGs maintained	<ul style="list-style-type: none"> ▪ Assess training needs of LAGs, volunteers & salaried personnel working with youth on healthy active lifestyle initiatives and develop training plan ▪ Implement training plan ▪ Provide support to LAGs, volunteers & salaried personnel to enable their full involvement in the development and implementation of programs and services offered regarding healthy active lifestyles ▪ Develop sustainability plan with the LAGs 	X	X	X
				X	X	X
				X	X	X
					X	X
1.2 Improve communication between LNS partners	Improved communication between partners	3 Forums held	<ul style="list-style-type: none"> ▪ Provide an environment whereby stakeholders can exchange and establish preferred actions together ▪ Partnership agreements developed and signed with all LNSCH organization members ▪ Develop cohesion between stakeholders strategic plans and the QeF strategic plan 	X	X	X
				X	X	X
				X	X	X

Strategic Direction 2		Adopt and maintain desired behaviours by creating favorable environments				
Objectives	Outcomes	Indicators	Strategies	Year of realization		
				2012-2013	2013-2014	2014-2015
2.1 Develop and maintain activities/programs that meet the needs of the communities in the region	Communities are living healthier lifestyles	5 municipalities engaged in programs/activities that promote healthy, active living	▪ Offer activities & programs that encourage a healthy active lifestyle for youth aged 0-17 on the LNS	X	X	X
			▪ Offer programs & activities that engage families & communities	X	X	X
			▪ Work with communities to increase their capacity to provide facilities, green spaces, equipment and varied sports and recreational services in a safe environment	X	X	X
		Partnerships developed with 2 native communities	▪ Encourage involvement of the 2 native communities in local and regional initiatives pertaining to healthy active lifestyles			

Strategic Direction 3	Influence the development and implementation of local, regional, provincial and federal laws and policies					
Objectives	Outcomes	Indicators	Strategies	Year of realization		
				2012-2013	2013-2014	2014-2015
3.1 Improve accessibility to healthy foods	Municipal bylaws and policies in general reflect realities of the region	5 municipalities are approached with potential bylaws 11 schools in the region supported with the implementation of the “Going the Healthy Route at School” Comprehension increased in the 5 municipalities of the Nutrition North program	<ul style="list-style-type: none"> ▪ Support the municipalities in the adoption of bylaws that promote healthy lifestyles ▪ Provide support, resources and tools to aid in the implementation of the “Going the Healthy Route at School” policy ▪ Research criteria of the Nutrition North program and identify challenges associated with the program on the territory ▪ Support the local population and businesses in regards to the Nutrition North Program ▪ Research possibilities of using local and available healthy foods and promote usage of these foods 	X X X X	X X X X	X X X X
Strategic Direction 4	Implement a communication strategy including media campaigns					
Objectives	Outcomes	Indicators	Strategies	Year of realization		
				2012-2013	2013-2014	2014-2015
4.1 Improve communications around the QeF movement and healthy active lifestyles	Population is better equipped to make healthy lifestyle choices	Communication plan is implemented	<ul style="list-style-type: none"> ▪ Develop a communication plan ▪ Implement activities defined in the communication plan 	X X	X X	X X