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MOCAN Strategic Plan 2022–2024

Purpose & Structure

The Missouri Council for Activity and Nutrition (MOCAN) is a coalition composed of representatives from statewide and local agencies, institutions, organizations, other coalitions, and individuals who collaborate to implement policy, systems and environmental change to improve physical activity and eating behaviors of Missourians. MOCAN is supported and coordinated by the University of Missouri Extension and consists of a Steering Committee, several Work Groups, and the Healthy Weight Advisory Committee. Members find shared interest and projects by meeting in work groups in specific policy, systems and environmental settings.

Vision

The wellbeing of Missourians will be significantly improved through increased access to healthy eating and active living.

Mission

MOCAN fosters and supports healthy eating and active living strategies to improve the wellbeing and quality of life of Missouri residents. MOCAN fosters collaboration between members and work groups as well as with federal, state, and local stakeholders. Members are active policy makers, educators, practitioners, and advocates of healthy living and encourage collaborative partnerships and best practices across environments.

Major Values

- **Nutrition and activity** — Healthy eating and physical activity promotes overall health and prevents or improves chronic disease outcomes.
- **Evidence-based approach** — Evidence-based approaches must be used to improve nutrition and

increase physical activity.

- **Many levels of influence** — For approaches to be effective, individual, local, and state stakeholders must support the changes being implemented.

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Guiding Principles

We pledge to support and apply the following principles to achieve MOCAN’s mission.

Inclusiveness and Diversity

We welcome the views and contributions of all Missourians. We seek equitable member representation across the state and among diverse population groups.

Mutual Respect

We acknowledge and respect the unique experience, perspective, knowledge, and expertise that each member brings to MOCAN. We respect one another and work together in ways to recognize that all contributions are of equal importance and all persons of equal value.

Transparency and Openness

We believe in the importance of transparency and the public sharing of accurate, complete data and statistics, minutes and other materials in a manner that is clear and open to the public.

Evaluation

We are committed to continuing dialogue, analysis and modification of our mission and work plan as needs change and progress is made toward achieving our goals.

Accountability

We base our decisions on these principles and will identify, review, and incorporate findings of new and ongoing research in a manner that reflects these principles. MOCAN’s decision-making processes are transparent, accountable and include ways for others to offer comments and feedback.

2022–2024 Strategies

MOCAN goals across our work group and committees align with the following strategies:

- Facilitate collaboration to create a coordinated plan across work groups.

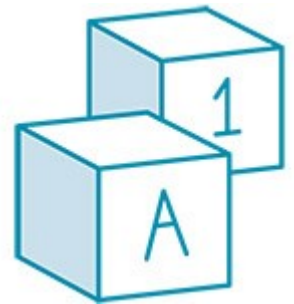
- Educate key partners/stakeholders/networks to increase capacity to engage the clientele they serve to improve their practices/behaviors.
 - Package successful approaches in a manner that increases engagement of key partners and is motivational to spark broader uptake of effective healthy eating and physical activity actions in Missouri.
 - Improve advocacy promoting healthy eating and active living priorities of MOCAN.
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Child Care Work Group Goals

The purpose of the Child Care Work Group is to assist child care educators in early care and education settings provide safe environments in which children grow and thrive. Working primarily with children from birth to Kindergarten entry, child care educators are supported in creating policies and enacting processes based on best practices in nutrition and physical activity for young children. This is achieved by providing child care educators with access to training, technical assistance, model policies, and resources.



Goal

Promote training offered by work group members' initiatives to increase child care educator and early childhood stakeholder participation in nutrition and physical activity training by 10% annually through December 2024.

Objectives

- Establish a baseline measure of promotion of training by work group members in 2022.
- Work group members will notify group of all scheduled training/events annually.
- Training event sponsors will provide members with marketing collateral (social media posts, fliers, email language, etc.) to disseminate in promotion of the event.
- Encourage sponsors of training/event to intentionally build registration information about ethnicity, geography, and socioeconomic aspects into events, when possible, and share these with the work group as a measure of diversity and inclusion.
- Members will commit to promoting the training/event through specific actions and report on their efforts.

Goal

Participate in the creation, planning and promotion of a Farm to Early Childhood Education DHSS task force by December 2024.

Objectives

- Officially present Farm to Early Childhood Education information to work group.
- Members commit to being on the task force.
- Work group member participation providing input, participating in the initiatives and assisting in promotion of the work.

Goal

Provide input to the Compliance Section at the DESE Office of Childhood in review of child care licensing regulations, once initiated by DESE, by December 2024.

Objectives

- Work with the Compliance Section at DESE Office of Childhood to designate work group member(s) (and possibly new lead for Child Care Health Consultants).
- Identify opportunities to inform licensing regulation revision specific to increased nutrition and physical activity standards.
- Seek opportunities to attend meetings about licensing regulation revision, once scheduled, to offer input with at least 10% of work group members involved.

Goal

Engage other MOCAN work groups to promote at least one health-related issue (nutrition and physical activity) to child care settings and young children, when applicable, through December 2024.

Objectives

- Create and send to other MOCAN work groups a survey about what they are doing and how the Child Care Work Group could partner/collaborate with them.
- Based on survey results, invite other MOCAN work group members to present and discuss how we can collaborate or at least promote events/initiatives between work groups.
- Identify initiatives and develop a plan to collaborate and launch work.
- Create and distribute the Child Care Work Group plans and goals to other MOCAN work groups to further and enhance collaboration.

Contact the Child Care Work Group chairs to learn more:

[CHILD CARE WORK GROUP CONTACTS >](#)

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Physical Activity Work Group Goals



The purpose of the Physical Activity work group is to increase rates of physical activity across the state to improve the well-being of all Missourians. This is accomplished by fostering engagement with organizations who are working to improve the built environment, increase opportunity for active transportation, promote physical activity in their sector/setting (ex. parks and recreation, schools, early care and education, etc.); and by coordinating efforts across MOCAN work groups.

Goal

Implement the Kansas City Physical Activity Plan as a model for communities across Missouri to establish their own physical activity plans.

Objectives

- Identify communities across the state interested in establishing a physical activity plan.
- Support communities in establishing a physical activity plan.
- Support communities in implementing their physical activity plan.
- Share information and processes related to establishing physical activity plans in Kansas City and Joplin.
- Create accessible websites and other outlets to share information related to physical activity plans for organizations and the general public.

Goal

Increase awareness of the MOCAN Physical Activity Work Group’s mission and goals to increase membership and engagement across the state.

Objectives

- Identify and engage with other organizations or agencies throughout the state.
- Promote opportunities related to physical activity in the MOCAN monthly newsletter.

Goal

Advocate at the state level to support policies and practices that would result in increasing rates of physical activity.

Objectives

- Advocate for access to state-level data to measure the success to bring about more physical activity.
- Advocate for the creation of a statewide physical activity plan.
- Identify and compile state-level policies that support physical activity.

Goal

Coordinate across MOCAN work groups to support efforts to increase rates of physical activity.

Objectives

- Partner with the Healthcare Work Group to identify ways to increase assessment and counseling for physical activity.
- Partner with other work groups to promote physical activity (specifics yet to be determined).

Contact the Physical Activity Work Group chairs to learn more:

[PHYSICAL ACTIVITY WORK GROUP CONTACTS >](#)

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Worksites Work Group Goals

The Worksites Work Group encourages and helps worksites to promote health to their employees statewide. We encourage workplaces to adopt policies and practices that promote healthy behaviors, utilizing the CDC’s Worksite Scorecard, the WorkWell Missouri Toolkit and Award and MO Department of Health and Senior Services (DHSS) worksite wellness resources.



Goal

Educate (communicate with) employers about the benefits of workplace wellness policies and supportive environments that provide opportunities for healthy eating, physical activity, and overall employee wellbeing.

Objectives

- Support DHSS by promoting their food service mini grants, breastfeeding mini grants, worksite wellness mini grants, and any other DHSS worksite initiative.
- Collaborate with Physical Activity Work Group to develop and disseminate a desk exercise calendar for use in the workplace.
- Provide resources to gain manager support of workplace wellness initiatives including manager wellness trainings as needed.
- Promote the WorkWell Missouri Toolkit and other best practices for worksite wellness to Missouri worksites through email, newsletters, social media, and member outreach.
- Maintain attendance at the CDC’s “Work@Health” training annually.
- Increase traffic by 5% each year to the WorkWell Toolkit webpage through December 2024.

Goal

Encourage worksites across the state to apply for the Missouri Worksite Wellness Award as well as national recognition for successfully implementing a wellness program that promotes overall employee wellbeing.

Objectives

- Promote the Missouri Worksite Wellness Award to Missouri worksites through email, newsletters, social media, and member outreach.
- Recognize worksites who have utilized best practices to develop or enhance their worksite wellness programs.
- Increase number of Worksite Wellness Award applications annually.

Contact the Worksites Work Group chairs to learn more:

[WORKSITES WORK GROUP CONTACTS >](#)

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Healthcare Work Group Goals

The purpose of the Healthcare Work Group is to increase support for healthcare professionals and healthcare systems to promote physical activity and nutrition habits that prevent and control obesity and obesity-related chronic disease in Missouri children and adults. We aim to accomplish this purpose through enhancing prevention and treatment of overweight and obesity through improved healthcare professional knowledge, skills, and practices. Our work group sponsors an annual award to both a healthcare professional and pre-professional displaying outstanding advocacy work in the area of prevention or treatment of obesity.



Goal

Increase the number of children and adults receiving treatment for obesity (FBT – family based behavioral treatment, MNT – medical nutrition therapy, IBT – intensive behavioral therapy) in collaboration with the Healthy Weight Advisory Committee.

Objectives

Promote the new MO HealthNet Benefit for the treatment of obesity and increase the work-force capacity for this benefit.

- Promote trainings for MNT, IBT, and FBT (see definitions above).
- Help to create certified provider database for referral networking.
- Educate medical providers in the existence of the benefit and the steps to enroll patients.
- Inform best strategies to improve patient and family understanding of value of weight management and benefit available.

Capture number of children and adults receiving FBT/IBT/ MNT treatment for obesity through the MOHealthNet benefit and through research currently being done across the state of Missouri at baseline (2022) and periodically.

- Establish tracking through MOHealthNet and managed care insurers regarding prior authorizations and benefit claims received.
- Survey existing research programs providing training and treatment.

Goal

Support healthcare professional physical activity assessment/counseling/coverage.

Objectives

- Collaborate with Physical Activity Work Group to support the implementation of the KC PA plan, the SW MO PA plan, and other PA plans in the state of Missouri.
- Advocate with insurers to provide coverage for physical activity assessment and counseling.
- Provide education to healthcare professionals to assess and counsel about physical activity.
- Provide education to healthcare professionals to be able to code and bill for physical activity assessment and counseling.

Goal

Support healthcare professional nutrition assessment/counseling/coverage.

Objectives

- Collaborate with Food Systems Work Group to support mechanisms for combating food scarcity across the state of Missouri.
- Advocate with insurers to provide coverage for nutrition assessment and counseling.
- Provide education to healthcare professionals to assess and counsel for nutrition issues, including food scarcity and other social determinants of health and to assess and counsel about these topics.
- Provide education to healthcare professionals to be able to code and bill for nutrition assessment and counseling.

Goal

Promote outstanding healthcare professional innovation through community collaboration to prevent and/or treat obesity.

Objectives

- Continue to offer annual healthcare awards to professional and pre-professional individuals.
- Solicit nominations from professional and pre-professional organizations throughout Missouri.

Contact the Healthcare Work Group chairs to learn more:

[HEALTHCARE WORK GROUP CONTACTS >](#)

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Food Systems Work Group Goals

The Food Systems Work Group seeks ways to enhance access to healthy foods through support of approaches that provide increased opportunities for nutritious food selection.



Goal

Improve access to nutritious food for all Missourians.

Objectives

- Support activities and policies that increase access to SNAP, WIC, Senior Farmers Market program.
- Promote federal nutrition programs in out-of-school times.
- Support expansion of Double Up Food Bucks (invite members to MOCAN conversation).
- Support activities that assess food security in Missouri.
- Capture number of children and adults receiving FBT/IBT/MNT treatment for obesity through the MOHealthNet benefit and research currently being done across the state of Missouri.

Goal

Encourage collaboration across MOCAN, including work group members.

Objectives

- Educate Food Systems Work Group members on best practice programs regarding food systems through presentations and discussion.

Goal

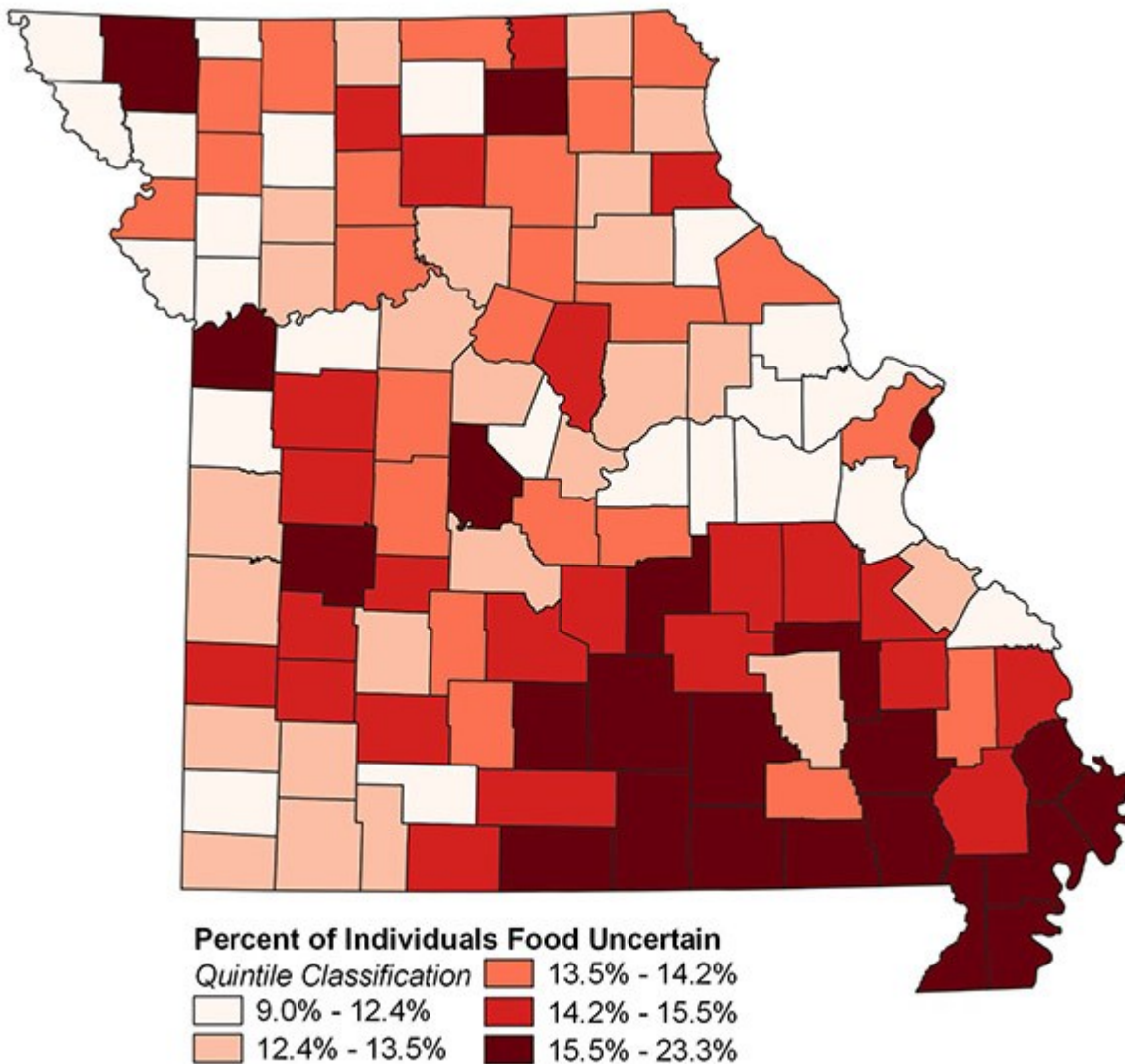
Increase knowledge of benefits and use of including fruits and vegetables in the diet.

Objectives

- Support activities that promote and utilize local and seasonal foods.
- Engage with and educate other professional organizations about MOCAN healthy eating initiatives and resources.

Percent of Individuals Food Insecure

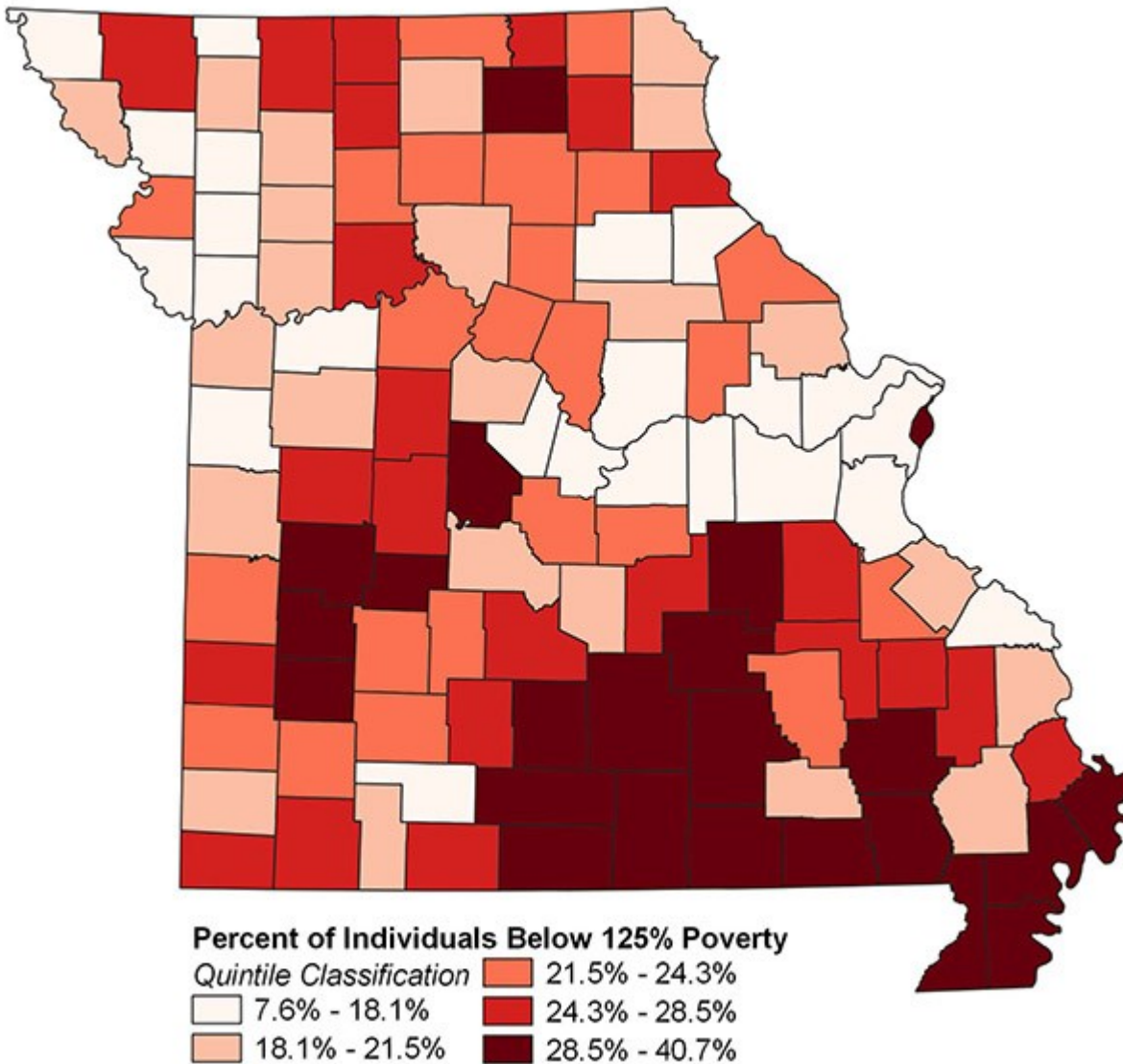
Missouri Hunger Atlas 2019



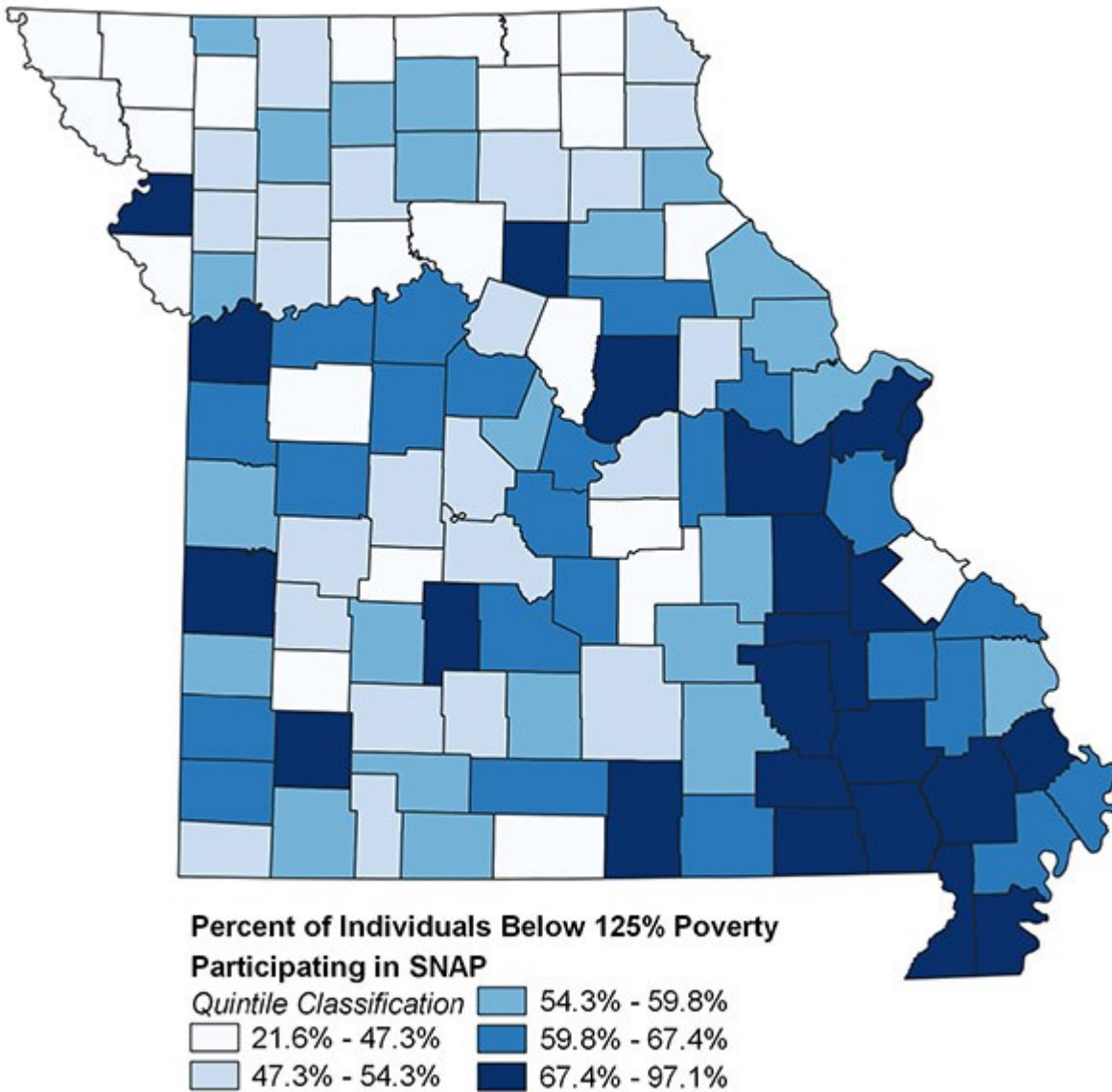
SNAP Eligibility vs. Participation

Missouri Hunger Atlas 2019

Percent of people who are income-eligible for SNAP.



Percent of people who are income-eligible and participated in SNAP.



Contact the Food Systems Work Group chairs to learn more:

[FOOD SYSTEMS WORK GROUP CONTACTS >](#)

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Schools Work Group Goals

The purpose of the Schools Work Group is to assist schools with supporting policies and practices, environments and education that promote healthy food choices and physical activity. This will be achieved by providing the target audiences with access to best practices, training, model policies and resources.



Goal

Increase implementation of the CDC, Whole School Whole Community and Whole Child (WSCC) Framework in Missouri schools.

Objectives

- Increase state-partner promotion and collaboration in support of WSCC Model implementation.
- Promote resources and training opportunities that support WSCC implementation.
- Educate and align MOCAN work group initiatives across the WSCC Model sectors.
- Develop Missouri Comprehensive School Wellness Plan Guide.
- Develop Missouri Comprehensive Wellness Model Schools Guide/Template.

Goal

Strengthen district wellness policies and practices that promote healthier school environments.

Objectives

- Promote use of an evidence-based self-assessment tool to assess and advance school wellness policies and practices (School Health Index).
- Increase awareness and establishment of Comprehensive School Physical Activity Programs (CSPAP).
- Increase awareness and implementation of healthy school nutrition environments.
- Promote resources and training opportunities that support SHI, CSPAP and healthy nutrition environment implementation.
- Increase awareness, education related to the three core components of farm to school.

Contact the Schools Work Group chairs to learn more:

[SCHOOLS WORK GROUP CONTACTS >](#)

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Healthy Weight Advisory Committee Goals



Established in 2018, the purpose of the Healthy Weight Advisory Committee (HWAC) is to provide expertise and advice to advance and monitor collaborative, sustainable, evidence-based strategies for increasing the number of children at a healthy weight in Missouri.

Goal

Increase HWAC's capacity for planning, evaluating, and communicating priority obesity prevention and treatment initiatives.

Objectives

Increase workforce capacity to deliver obesity treatments in collaboration with Healthcare Work Group.

- Establish a training plan by September 2022 to increase workforce capacity.
- Support establishment of a certification process for eligible providers completing MNT, FBT, or IBT training requirements.
- Establish evaluation plan for efficacy of trainings.

Establish and fund Mo Health Net weight management treatment claims analysis.

- Identify strategies to increase delivery of weight management treatments for all evaluation results.

Define consumer messaging to help families understand value and benefits of healthy weight.

- Work with insurers to develop consumer messaging materials.
- Disseminate through best communication channels.
- Evaluate messaging/outreach effectiveness.

Convene HWAC Advisory Team of private insurers and other relevant partners.

- Enlist training supports to expand workforce capacity.
- Define and address concerns and barriers to universal weight management treatment coverage.

Spark broader uptake of successful approaches to obesity prevention and weight management treatment.

- Host conference in 2025 and highlight successful approaches.
- Host planning sessions prior to next MOCAN strategic plan to identify ways to integrate across sectors and leverage existing resources to improve achievements.
- Identify ways to address and diminish health inequities that negatively impact healthy weight maintenance.

Contact the Healthy Weight Advisory Committee chairs to learn more:

[HWAC CONTACTS >](#)

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Member Organizations

- 2BuyAg
- A Red Circle
- Alive and Well STL
- Alliance for a Healthier Generation
- American Heart Association
- Barnes Jewish Hospital
- Big Spring Walk In Clinic
- BikeWalkKC
- BJC Healthcare: School Outreach & Youth Development
- Blue Cross Blue Shield-KC
- Bothwell Regional Health Center
- Boys & Girls Club St. Charles County
- Build A Plate, LLC
- Butler County Community Resource Council
- Capital Region Medical Center
- Center for Children's Healthy Lifestyles & Nutrition — Children's Mercy KC
- Child Care Aware® of Missouri
- Children's Mercy Kansas City
- City of Joplin Health Department
- Cole County Health Department
- Columbia Surgical Associates
- Columbia/Boone County Department of Health and Human Services

- Community Strong
- Complete Family Medicine
- Cox Health
- Delta Area Economic Opportunity Corporation
- Douglass Community Services
- Economic Security Corporation — Early Head Start
- Evangel University
- Fair Food Network
- Federation of Catholic Schools
- FitFusionSTL
- Fontbonne University
- Freeman Health System
- Gateway Region YMCA
- Girls on the Run St. Louis
- Greenscape Gardens
- Hannibal Regional Healthcare System
- Harvesters
- Health & Wellness Aeroponic Plants
- Health Forward Foundation
- Health UR Hobby
- Healthcare Collaborative of Rural MO
- Healthy Schools Healthy Communities
- Heather Gillich Consulting, LLC
- Impacting Youth Wellness
- Independence Health Department
- Independence Public Schools
- Interdisciplinary Center for Food Security
- Jackson County Health Department
- Jasper & Newtown Counties Community Health Collaborative
- Jasper County Health Department
- Jefferson County Health Department
- Jefferson Franklin Community Action Corporation
- Johnson & Johnson

- Kansas City B-cycle
- Kansas City University: Score 1 for Health
- KC Healthy Kids
- Learfield
- Liberty Community Health Action Team (LCHAT)
- Lincoln University Cooperative Extension
- Live Well Ferguson
- Maternal, Child and Family Health Coalition
- Mead Johnson Nutrition
- Mercy Hospital
- Midwest Dairy Council
- Missouri Head Start State Collaboration Office
- Missouri WIC Program
- Missouri Academy of Nutrition and Dietetics
- Missouri American Society of Clinical Oncology
- Missouri Association of Supervision and Curriculum Development
- Missouri Beef Industry Council
- Missouri Bicycle and Pedestrian Federation

- Missouri Care: A Wellcare company
- Missouri Department of Elementary and Secondary Education
- Missouri Department of Health and Senior Services
- Missouri Department of Mental Health — Fulton State Hospital
- Missouri Department of Transportation
- Missouri Hospital Association
- Missouri Nurses Association
- Missouri Ozarks Community Action
- Missouri Park & Recreation Association
- Missouri River Communities Network
- Missouri School Boards Association
- Missouri School Nutrition Association
- Missouri Southern State University
- Missouri State Alliance of YMCAs
- Missouri State Medical Association

- Missouri State University
- Missouri SWITCH (Southwest Initiative to Change Health)
- Missourians for Responsible Transportation
- Modine Manufacturing Company
- Monett R-1 School District
- Neosho School District
- Nixa Schools
- NW Pediatrics
- Operation Food Search
- Orange Goodness LLC
- Over Yonder Local Market
- Ozarks Regional YMCA
- Performance Massage and Wellness
- Platte County Health Department
- Prevention Research Center
- R&R Windy Ridge Farm
- Randolph County Health Department
- Salt Fork YMCA
- Samuel U. Rodgers Health Center
- SEMO Health Network
- Shelby County Health Department
- Show-Me State Games
- Sister of the Most Precious Blood of O'Fallon, MO
- Skyline R-2 Elementary School
- Small Business Majority
- Smythe Consultants LLC
- Southeast MO State University
- Southern Boone Learning Garden
- SouthSide Early Childhood Center
- SOPHE (Society for Public Health Education) Midwest
- Special Olympics MO
- Springfield Public Schools
- Springfield-Greene County Health Department

- SSM Health Medical Group
- St. Francis Medical Center
- St. Louis Area Business Health Coalition
- St. Louis County Department of Public Health
- St. Louis University
- The Lunch Boxtruck
- Thermal Engineering International
- Trailnet
- Twin Rivers Regional Medical Center
- University of Missouri — Women's & Children's Hospital
- University of Missouri-Kansas City
- University of Missouri — Health Communications Research Center
- University of Missouri — Center for Health Policy
- University of Missouri — Extension
- University of Missouri — Healthcare
- University of Missouri — St. Louis
- USDA — Rural Development
- Washington University St. Louis
- Washington University — Healthy Youth Partnership
- Washington University School of Medicine