

Strategy 2: Build Support for Change

Delaware
State Health Improvement Plan

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This strategy addresses the need to generate a climate in which **Delawareans** are **knowledgeable about** and **support** efforts to **improve healthy behavior**.

Support for such changes can come from elected officials, community leaders, the business community, and others who are in a position to influence public opinion.

1. Identify key stakeholders and decision makers in priority settings
2. Create a strategy for stakeholder advocacy
3. Mobilize a network of stakeholders to advocate

Mobilization Updates

- Since June, 2016 – 4 new partner organizations have joined with MTFS
 - Young Life, Siegel JCC, Urban Promise, Fellowship Christian Athletes
- As of September 30, 2016
 - 3,126 participants
 - **166,514** health activities performed over **101,839** hours
 - 65% of healthy activities tracked are “Fitness & Movement” activities, equating to over **377K** miles walking, running, biking.... Or, **864,461,813** steps
- Over \$50K moved to charity