

STRATEGY: Goal 1, Strategy 1

Ways that coalition members can support the implementation of this strategy's objectives:

- Gov council's involvement -> increase it
- Reach out to SJM Healthy Neighborhood/ communities to support the work
- P____ support to the Gov Council to la____ → coordinate

What challenges exist specific to the implementation of this strategy's objectives:

- Establishing Mechanism to receive funding
- Establishing mechanism to disburse funding
- Identify private sector businesses – foundation, private sector
- Getting marketing/ communication materials supported

Ways the above challenges can be addressed or overcome, (this can – and probably should – overlap to some degree with the first query):

- Coordination/ collaboration
- Developing cause marketing material

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