

# MaineHealth Healthy, Active Living Strategic Plan

## VISION



Working together so our communities are the healthiest in America.

## MISSION

We advance equitable access and eliminate barriers in both clinical and community environments to promote healthier behaviors, delivering meaningful, sustainable outcomes for the communities we serve.

## GOALS

**1** Expand access to programs & resources through scalable evidence-based solutions

**2** Reduce barriers to adopting healthy behaviors

**3** Drive impact through data, technology, quality improvement and research

**4** Sustain integration through viable revenue pathways

## STRATEGIES

### CREATE

environments that support healthy choices where people live, learn, work and receive care

### EDUCATE

using evidence-based information

### COLLABORATE

for broad reaching, efficient impact

### ADVOCATE

for policy and systems change

### OPTIMIZE

impact using data, technology and continued learning

## METRICS

- # of program level environmental changes
- # of children/youth/adults reached through programs

- # of educational materials/messages developed & disseminated
- # of participants/patients reached through classes

- # of state, regional & national organizations we collaborate with
- # of shared tools across MaineHealth

- # of program level policy changes being adopted/reported
- # of systems changes implemented
- # of insurers providing Food is Medicine benefits

- Improved healthy, active living behavior data monitoring in EPIC
- Improved adherence to childhood obesity standards of care by leveraging EPIC-enabled workflows and clinical decision support
- # of Food is Medicine approaches measured

## LONG-TERM OUTCOMES

Increase healthy, active living behaviors for children, youth, and adults.  
Reduce healthcare expenditures associated with preventable chronic diseases.