

Kids First

Strategic Plan

March 2010

Board Approved March 31, 2010

Vision Statement

*All Rhode Island communities have
built local capacity to develop,
implement, and evaluate self
sustaining
wellness programs that incorporate
both good
nutrition and physical fitness.*

Mission Statement

*Guiding communities
to improve the nutritional
and physical well being of
children
and their families.*

Opportunities

- *Champion the cause:*
 - *Nutrition and physical activity in child care centers*
 - *Nutrition and physical activity in extended school day program*
 - *Nutrition and physical activity in the workplace and community*

Goals

- *Assist schools to act as wellness role models*
- *Guide communities to develop and implement wellness policies that promote and support healthy eating and physical fitness*
- *Increase nutrition education in schools for students, teachers, and parents especially at the primary grade level*
- *Teach educators to increase physical activity across the curriculum*
- *Support communities through wellness policy development, wellness education, and implementation of procedures that create positive food system changes*

Organizational Principles

- *Financial efficiency with low overhead and financial independence to support sustainability*
- *Flexibility to customize programs to meet the needs of individual communities*
- *Work to become self supporting by continuously searching for contract work eg. provide site audits to improve food safety*
- *Work deep within the community-guiding not necessarily doing*
- *Innovation in response to the marketplace eg, culinary training and chef program*