



# GET HEALTHY UTAH

## STRATEGIC PLAN

### 2023-28



# INTRODUCTION

Get Healthy Utah formed in 2014 to help Utah prioritize health with a focus on the healthy lifestyle behaviors of healthy eating and active living, which we know can prevent most chronic diseases and improve overall quality of life. Our amazing past and present board members and staff have helped guide the mission of Get Healthy Utah and made great impacts on Utahns' health.

These past few years we have focused on improving policies and strategies across communities, schools, workplaces, and healthcare systems to improve active living, healthy eating, mental wellness and collaboration.



In 2020, Get Healthy Utah partnered with the League of Cities and Towns to create the Healthy Utah Community Designation. As of October 2022 we have 33 Utah cities and towns designated.

We are grateful to the many organizations that have partnered with us and engaged in this important work. We look forward to strengthening our relationships and building new relationships across the various private and public sectors as we work on our next five year strategic plan. We know it takes the combined expertise, resources, and innovation of all to create a culture of health.

- Greg Bell, Board Chair
- Alysia Ducuara, Executive Director



# OUR VISION

**We envision a Utah where a culture of health permeates every Utah community.**

# OUR MISSION

The mission of Get Healthy Utah is to foster **a culture of health** through engaging multi-sector stakeholders, building partnerships, providing resources, and connecting efforts that support **healthy eating, active living, and mental wellbeing.**

Get Healthy Utah recognizes that complex health issues can only be addressed adequately **through partnerships and collaboration.** By aligning efforts across sectors, we are better able to get results. We understand that policy, systems, and environmental changes are key to creating a culture of health in Utah and we know that opportunities to be healthy are not equally accessible to all Utahns. **We must focus on changes that create equitable opportunities to improve health and wellness for all.**

# OUR GOALS

**Help Utah become the healthiest state in the nation:**

- Decrease the rates of **obesity** and **type 2 diabetes** in Utah
- Increase the number of Utahns eating 5 or more **fruits and/or vegetables daily**
- Increase the number of Utahns engaging at least 30 minutes of **physical activity** at least five days a week
- Increase **mental wellbeing** among Utahns
- Improve **health equity** in Utah

## INDICATORS

**Progress on goals will be tracked by the following indicators:**

- Utah cities/towns with a **Healthy Utah Community Designation**
- **Strategies** implemented to increase the physical activity of Utahns.
- **Strategies** implemented to increase the consumption of fruits and vegetables of Utahns.
- **Strategies** implemented to increase the mental wellbeing of Utahns.
- **Strategies** implemented to improve health equity in Utah.
- **Stakeholders and partners engaged** with Get Healthy Utah to improve healthy eating, active living, and mental wellbeing.
- Utah **success stories** in the areas of healthy eating, active living, and mental wellbeing

# OUR IMPACT

## A snapshot of Get Healthy Utah's accomplishments:



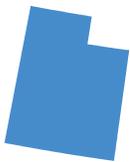
Partnered with Envision Utah and Heart+Mind Strategies to conduct the first ever **Utah Health Values Study** in 2016



Held 8 Annual Get Healthy Utah Stakeholder Retreats

Improved health in schools:

- Helped create policies like the PE Rule Change, PTA Non-Food Reward Policy, and Recess Guidelines
- **Increased access** to healthy food in **school pantries** and snack programs in over 35 schools



Designated 33 Utah cities and towns as **Healthy Utah Communities** who have implemented over 350 strategies



Championed the National Diabetes Prevention Program **in worksites** and expanded coverage through the passing of **HB 80**

*"I loved the networking opportunities afforded by the stakeholder retreat. I learned extremely valuable information that I can apply in my work."*

-2021 Stakeholder Retreat Participant

*"Using the funds to partner with the farmer's market gave me a good indication that our families want and need fresh healthy food...this pilot has blossomed into an impactful community program that has expanded and is now supported through other local partners."*

-Shelley McCall, East Midvale School  
Get Healthy Utah Award Recipient

*"We think that this a great program and it is a great way to focus people on what really does make the most difference in your quality of life."*

-Troy Walker, Draper City Mayor  
Healthy Utah Community Designee

# STRATEGIES

## PILLAR 1: CONVENE

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**We seek to build partnerships with and between leaders in the private and public sectors to create a culture of health in Utah.**

**Objective:** To actively engage with partners across sectors

- Participate in coalitions and create new coalitions where gaps are identified
- Engage a diverse board and advisory council
- Establish and track partnerships with organizations and individuals representing diverse sectors

**Objective:** To promote and provide spaces for cross-sector collaboration

- Hold a Stakeholder Retreat and other events to gather leaders together
- Promote partner events through sponsorships, advertising, and planning assistance

# STRATEGIES

## PILLAR 2: EDUCATE

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**We will be a trusted expert source on health-promoting policies and programs for Utah.**

**Objective:** To be an expert source for up-to-date health promotion data and strategies

- Gather data on current health-related research, evidence-supported policies, and available programs
- Compile research and resources into repositories

**Objective:** To disseminate collected resources to partners

- Disseminate resources and research directly to partners and the public through regular forms of communication
- Present sector-relevant information at conferences and other opportunities

# STRATEGIES

## PILLAR 3: AMPLIFY

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**We will work with our partners to implement the policies, programs, and other changes that will have the biggest impact on health in their communities and sectors.**

**Objective:** To provide tailored help to partners on evidence-based health promotion strategies

- Assess the top health needs for our partner
- Connect sectors with relevant partners for program implementation and funding opportunities
- Provide partners with unique channels to share their aligned work with diverse audiences

**Objective:** To create and recognize Healthy Utah Communities

- Increase awareness of strategies that Utah communities can implement to increase health and wellness
- Work with cities and towns to achieve and maintain the Healthy Utah Communities designation

# STRATEGIES

## PILLAR 4: ADVOCATE

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**We will advocate for leaders throughout Utah to enact changes to create a culture of health.**

**Objective:** To advocate for leaders to implement health-promoting policies

- Engage with policymakers throughout local and state government, as well as in other sectors
- Create and implement a policy plan for improving health in Utah

**Objective:** To elevate health equity as a top priority for partners and policymakers

- Educate and empower partners and policymakers to address health equity
- Use data and tools to identify areas where health disparities exist and advocate for work in those areas

# JOIN US

## HELP US CREATE A HEALTHIER UTAH

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