



Vision, Mission, Goal, Objectives, and Strategies

The Maine PAN Plan outlines the vision and mission for Maine and a broad overarching goal with corresponding objectives and strategies for the years 2005–2010. This Plan is for *all* Maine populations and includes objectives and strategies to address the problem of obesity in children, youth, and adult populations, as well as objectives and strategies for food safety, food security, and eating disorders. The Plan identifies the lead agency with a suggested time frame for each strategy. The lead agencies have agreed to enable implementation of the Plan strategies. The Maine PAN Plan will be reviewed annually by the Maine Health and Human Services' Public Health's Physical Activity and Nutrition Program (PANP) and updated as appropriate. The Plan is available on the Maine HHS Public Health Web site at <http://www.maine.gov/dhs/boh>.

Definitions

The **Vision** is our desired future. It represents the combined outcomes of many Statewide initiatives collaboratively working together.

The **Mission** states what we are doing and why. It gives clarity of purpose.

The **Goal** represents a broad outcome and provides focus for achieving the mission.

Objectives are Specific, Measurable, Attainable, Results-oriented, and Time-phased (S.M.A.R.T.) steps to accomplish goals. Objectives are short-term, intermediate, or long-term.

Indicators demonstrate the degree to which goals and objectives are met.

Strategies may be tasks, activities, and/or approaches that accomplish objectives.

Carrying out strategies will be focused in four primary settings: schools, community, worksites, and health care. Each of these settings has unique, as well as overlapping, systems for reaching Maine people.

Youth includes all individuals age 18 and under.

Vision, Mission, Goal, Objectives, and Strategies *(continued)*

The vision is **optimal health for all Maine people.**

The mission to accomplish the vision is to **improve nutrition and increase physical activity that promotes health and reduces chronic disease.**

The overarching nutrition and physical activity goal for Maine is to:

Increase the proportion of Maine people who are at a healthy weight and reduce the health risks associated with overweight and obesity, especially among populations who experience health disparities.

Objectives

The objectives provide a basis for planning, assessing, and evaluating progress toward the goal. Objectives are categorized as short-term (changes in knowledge, awareness, attitudes, the environment, or policies); intermediate (changes in behavior); or long-term (changes in health status); and were developed to be S.M.A.R.T.: Specific, Measurable, Attainable, Results-oriented, and Time-phased. Strategies are suggested for achieving each objective and were developed using McLeroy's *Social Ecological Model*, suggesting action at all five levels of influence: individual, interpersonal, organizational, community, and public policy.¹³²

The indicators associated with each objective have been taken from *Healthy Maine 2010* objectives. Baseline data for Maine is not available for all objectives; gathering this data will be an essential first step for program developers. Potential data sources are listed as well.

¹³² McLeroy KR *et al.* An ecological perspective on health promotion programs. *Health Education Quarterly*. 1988; 15(4):351-377.