



Strategies for Accomplishing Your HEAL Resolution Goals

You passed your HEAL resolution and joined the HEAL Cities and Towns Campaign. Congratulations!

These strategies will help you implement your HEAL resolution:



IDENTIFY LEADERSHIP

Identify a **HEAL champion** within the government, preferably the city manager or a department head

Establish an **interdepartmental HEAL committee** to engage municipal leaders and indicate the shared responsibility of achieving the HEAL resolution goals

PRIORITIZE YOUR GOALS

Identify **short- and medium-term goals** that your city/town can realistically accomplish with existing staff and resources

If your resolution is general and not specific, ask your HEAL Campaign Coordinator to share best practices from other cities



ENGAGE PARTNERS

Partner with **community organizations** working on HEAL issues, community members who will be affected by the HEAL resolution changes and your HEAL Campaign Coordinator to help advocate for your HEAL efforts and for additional resources

INCORPORATE HEAL GOALS INTO YOUR CITY'S/ TOWN'S GUIDING DOCUMENTS

Integrate language advancing healthy eating and active living into your **city/town general or comprehensive plan**

Integrate goals into your city's strategic plan





Strategies for Accomplishing Your HEAL Resolution Goals

These strategies will help your HEAL resolution be a success:



IDENTIFY THE TARGET COMMUNITY

Prioritize a **strategy** that will help neighborhoods whose residents don't have the basic building blocks for health like sidewalks, safe parks or healthy food so they can **have better opportunities** for eating healthy and being physically active

Use **data** from your local health department, school district or regional HEAL Coordinator to help you decide which residents and neighborhoods will benefit most from implementing the strategy

EVALUATE AND MONITOR

Identify **needed changes** in your HEAL strategy to ensure its future success and document its effectiveness to sustain support

Funders will be interested in how well you are doing with your strategy. Your commitment and successes may qualify you for competitive grants



WAYS YOU CAN REALIZE YOUR HEAL RESOLUTION GOALS:

1. **Pass or adopt a law, policy, or ordinance**
(e.g. Complete Streets policy)
2. **Implement a new or enhanced service or program**
(e.g. worksite fitness programs)
3. **Adopt, implement or change a city practice or operation**
(e.g. walking meetings)
4. **Make an environmental improvement**
(e.g. walking paths in the city with signage)



Fact sheet created with support from Kaiser Permanente, a founding partner of the HEAL Cities Campaign

Icons by Luis Prado, IconDots and Mello from the Noun Project and by Freepik, Zlatko Najdenovski and Prosymbols from flaticon.com