Mission:

Prevent and reduce childhood obesity through community collaboration.

Vision:

Children can enjoy optimal growth and development in the Kansas City area where active living and healthy eating are supported for all.

Who We Are:

We are individuals and organizations that share and support the Collaborative’s vision, mission, and goals. We are joining forces to prevent and reduce childhood obesity in the Greater Kansas City area. We reflect the geographic, cultural, and ethnic diversity that comprises the region. Our collective interests, skills, expertise, resources and commitment contribute to our ability to impact childhood obesity. Our collaboration includes the six-county Greater Kansas City area comprised of Jackson, Platte, Clay, and Cass Counties in Missouri and Wyandotte and Johnson Counties in Kansas but also welcomes engagement and impact beyond these geographic parameters.

Key Functions

In order to prevent and address childhood obesity in the Greater Kansas City area, Weighing In will

- Strengthen its network and support for members;
- Facilitate collaborative planning using evidence-based science and best practices;
- Lead implementation and evaluation of collaborative plans;
- Track and monitor key measures and indicators;
- Assure training and technical assistance opportunities for members on evidence-based and best practices;
- Advocate for support for priority strategies, e.g., adequate agency resources and policy and environmental changes;
- Establish and disseminate consistent messages;
- Market collective efforts;
- Communicate news and information with members, key stakeholders and the general public; and
- Engage in broader community efforts that support our plans and actions.

Strategic Goals
GOAL 1: Build member capacity. Weighing In will build the capacity of its members, individually and collectively, to successfully reduce childhood obesity.

Strategies:
1. Define and formalize what it means to be a member of Weighing In
2. Provide state of the art training and continuing education opportunities to build capacity and skill of professionals in community agencies and organizations
   a. Define training domains, current sources and gaps.
      • Include broad range of continuing education opportunities (e.g., treatment, program, policy, environmental and system).
      • Build understanding of childhood obesity measures (including health, behavior, policy and environmental) for planning and evaluation uses.
   b. Coordinate efforts with other collaboratives, Universities and sources for professional education.
   c. Establish methods to continuously improve training and continuing education opportunities.
3. Maintain network and establish method to share and build knowledge of promising and evidence-based approaches and practices.
4. Communicate and share relevant information through multiple media and communication avenues.
5. Compile and promote consistent messages and talking points on childhood obesity.
6. Articulate philosophy to address weight bias and build constructive supports for all children.
7. Compile and maintain childhood obesity prevention capacity inventory and make available to members to help coordinate efforts.

Outcome: Weighing In resources and supports will enhance the ability of individuals and organizations to reduce childhood obesity.

GOAL 2: Build capacity of Weighing In, as a membership collaborative, to address childhood obesity in the Greater Kansas City area.

Strategies:
1. Continue to grow Weighing In’s role in the area so that what we do and what we offer as a collaborative extends beyond what individual members can offer.
   a. Create multi-agency action plans for each of the population groups: prenatal and breastfeeding women, early childhood, and school-age.
   b. Establish policy platform and update annually.
   c. Expand membership and engage additional agencies in the region.
2. Secure needed resources to implement the work of Weighing In and the collaborative action plans.
3. Coordinate work of Weighing In with other regional and state efforts where goals align.
4. Track progress, share results, and support continuous improvement.
5. Refine the infrastructure to efficiently and effectively accomplish the mission and goals of Weighing In.
   a. Evaluate and reformulate working groups to address the most important challenges associated with childhood obesity in Kansas City.
   b. Formalize planning, marketing-advocacy, evaluation and fiduciary functions to support the work of the collaborative.

Outcome: The collaborative will have a sustainable infrastructure and system by which to address the changing needs and interests of the Greater Kansas City area.
GOAL 3: Build a regional systems agenda and approach by which the Greater Kansas City area will address childhood obesity.

**Strategies:**
1. Identify key leadership representing community organizations, agencies and networks that impact children and their families to prevent childhood obesity and create a map of the system of community members, partners, and agencies that impact childhood obesity.
2. Establish and track changes in a set of key indicators and measures by which the region will be able to plan and evaluate progress on its efforts to impact childhood obesity.
3. Engage community members and organizations to develop a regional agenda and system of shared governance by which to impact childhood obesity through multi-level and multi-sector interventions.
4. Build collective capacity to implement and advance the regional agenda.
   a. Recruit, engage, mobilize and align current capacity, resources and partners.
   b. Identify current efforts that can be further leveraged to implement plan strategies.
   c. Facilitate collaborative grant writing and resource attainment for under-resourced priority action areas within the plan.
   d. Grow functions and actions of Weighing In to support the regional agenda.

**Outcome:** The Greater Kansas City area has a regional agenda and systematic approach by which all who address childhood obesity can work together across political and organizational boundaries to plan, share resources, secure access to a broader array of funding sources, and deliver programs to effectively impact this complex problem.

**Overarching Principles for Subsequent Action Plans:**
- Facilitate inclusion of policy, environment and systems level interventions
- Establish measurable and time-specific objectives in order to track progress on collaborative efforts.

*Want to be part of the implementation?*
*Check out the working groups on line at kcweighingin.org, e-mail us at weighingin@cmh.edu*