

### COALITION VISION, MISSION & GOALS

#### SWOT Analysis

- **Strengths** - internal factors that allow coalition to take advantage of opportunities or reduce barriers
- **Weaknesses** - internal factors or challenges that prevent coalition from taking advantage of opportunities or reducing barriers
- **Opportunities** - external factors that allow coalition to take action, build membership, or improve community
- **Threats** - external factors that hinder goal attainment, sustaining momentum, or long-term survival

#### VISION

- Shared by members & easily communicated
- Broad enough to include diverse viewpoints
- Inspiring & uplifting

**Smoke Free \_\_\_\_ is a community where all residents are healthy and tobacco free!**

#### MISSION

- Describes what group is going to do
- Concise: Gets point across in 1 sentence
- Outcome-oriented: Explains outcomes coalition is working to achieve
- Inclusive: Doesn't limit sectors or strategies that may be involved in projects

**To bring diverse organizations and individuals together to change policies, systems and environments related physical activity.**

- Phrase used to brand coalition or market it to public
- Short & “catchy”

**Eat Better – Move More!**



## GOALS

- Broad statements that refer to specific results of initiative
- Long range – not time dependent – Dreams with Deadlines

## STRATEGIES

- How organization will reach goals & objectives
  - Fit resources & opportunities; Minimize barriers
  - Reach priority populations
- Should be well defined:
  - Measurable
  - Directly related to objectives
  - Identify those responsible for carrying them out