

# Revere CARES

## Strategic Plan 2012



MASSACHUSETTS  
GENERAL HOSPITAL

CENTER FOR COMMUNITY  
HEALTH IMPROVEMENT



# Priorities

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- Substance Abuse
- Active Living/Healthy Eating
- Healthy Relationships



# Mission Statement

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**The Revere CARES Coalition strengthens the health of Revere by:**

- 1. Addressing priorities established by community members;**
- 2. Utilizing an environmental approach;**
- 3. Advocating for evidence-based, culturally competent strategies, programs and services; and**
- 4. Increasing connectedness among individuals and organizations.**



# Goal

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To improve the well-being of Revere's residents by preventing substance abuse and promoting healthy eating, active living, and healthy relationships.



# Principles

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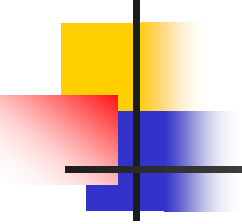
- Seek to empower the community. Work with, not for – shift responsibility for change from service providers to service providers & residents.
- Be inclusive – work with all groups ( both formal and informal) in collaboration.
- Respect and reflect the cultural diversity of the community.
- Work with youth as resources and active partners in creating a stronger healthier community.



# Principles

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1. Seek to empower the community. Work with, not for – share responsibility for change among community leaders, service providers and residents.
2. Be inclusive – work with all groups ( both formal and informal) in collaboration
3. Respect and reflect the cultural diversity of the community.
4. Work with youth as resources and active partners in creating a stronger healthier community.

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5. Promote programming consistent with the mission of Revere CARES in all neighborhoods.
  6. Measure and evaluate progress/outcomes continually.
  7. Build on the strengths of the community – increase protective factors and reduce risk factors.
  8. Use multiple strategies of prevention/intervention, incorporating both short and long term goals.



# Objectives

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- To reduce substance abuse among Revere youth and adults.
- To increase active living and healthy eating.
- To increase healthy relationships among Revere youth and adults.





# Strategies

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- Create and enforce policies that promote a healthy environment for all residents.
- Educate and create awareness about health and wellness.
- Increase access to evidence based services/programs that support the health and well-being of Revere residents.
- Increase capacity to support the health of the community and its residents.