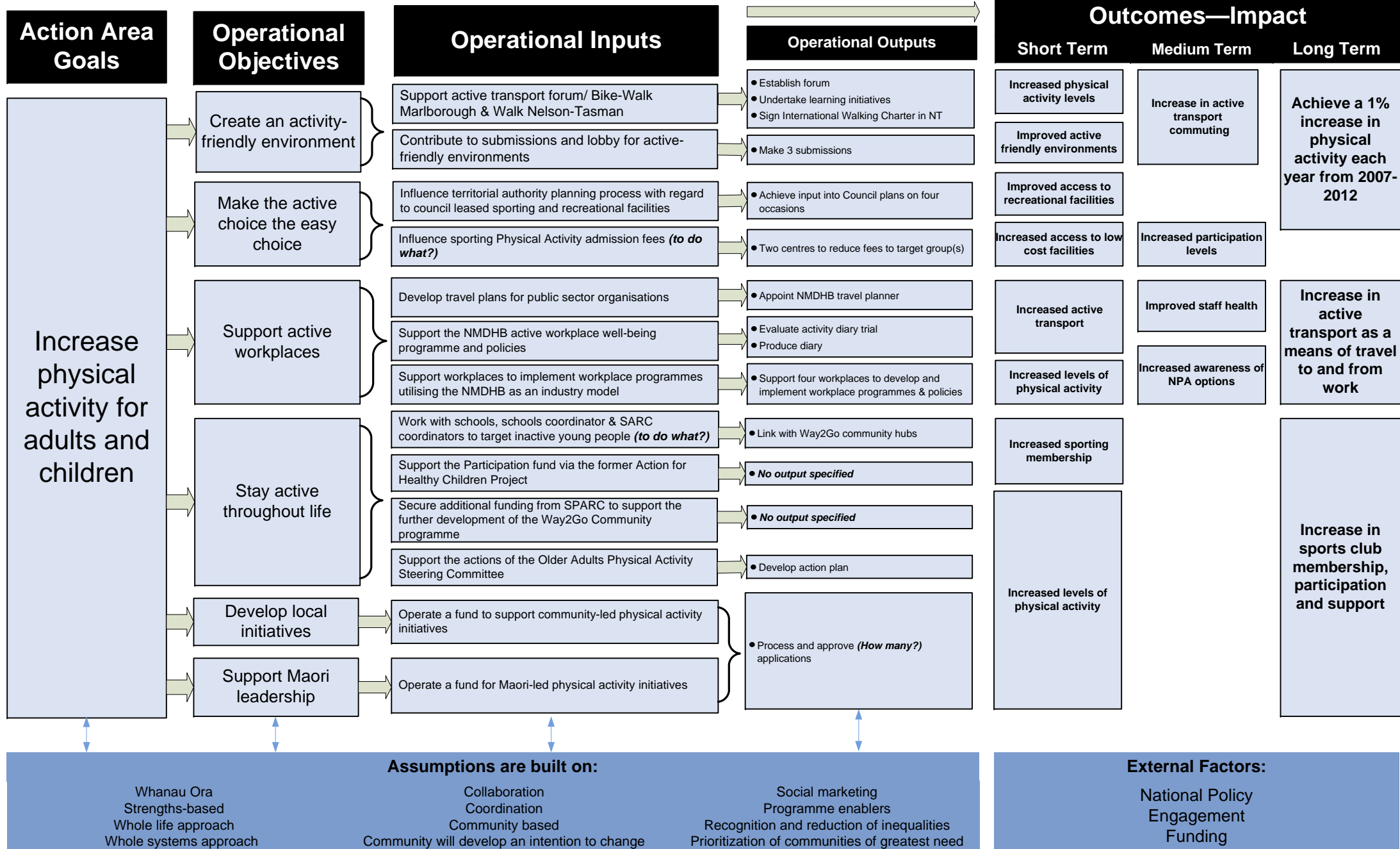


VISION: To improve health, by providing opportunities and motivating people to eat better, be more active, and make healthier choices



Assumptions are built on:

Whanau Ora
Strengths-based
Whole life approach
Whole systems approach

Collaboration
Coordination
Community based
Community will develop an intention to change

Social marketing
Programme enablers
Recognition and reduction of inequalities
Prioritization of communities of greatest need

External Factors:

National Policy
Engagement
Funding