



## **Vision:**

The communities of Peterborough City and County support residents in being physically active, eating healthy foods, and living smoke-free.

## **Mission:**

To be a community coalition that acts, through partnerships and community involvement, to promote healthy eating, physical activity and smoke-free living that results in a reduction of chronic diseases. Chronic diseases include heart disease, cancer, stroke, osteoporosis, diabetes, arthritis, asthma, and their complications.

## **Program Goals:**

- To create healthier communities through policies and environments that support healthy eating, physical activity, and smoke-free living.
- To assist people to choose healthier foods, and be more physically active, and live smoke-free.
- To develop and support campaigns and programs using best practices and incorporating community input.
- To serve as leaders and coordinate local efforts promoting healthy eating, physical activity, and smoke-free living.

## **Core Values:**

### ***We believe that:***

- With knowledge, skills and a supportive environment, people can improve their health.
- Healthy eating, physical activity, and smoke-free living improve quality of life.
- Communities can enact changes that support healthy eating, physical activity, and smoke-free living.
- Science-based research, best practices and evaluation strengthens our interventions.
- Prevention is a cost-effective approach to reducing chronic disease and its complications.
- Special effort will be made to reach groups with higher risk.
- Collaboration with diverse partners is essential to success.

- **Programs, services and products will be relevant to consumer needs and will be community driven.**
- **Policies promoting healthy eating, physical activity, and smoke-free living are essential for sustaining community and individual health.**