

STEP 1: Stakeholders and Organizational Structure

Identifying Stakeholders and Contributions

Key Stakeholders, Roles, and Contributions

Local Community-at-large:

- Local Health Director and staff
- Faith-based organization representation
- Service Club representatives
- Senior citizen representation
- Parks and Recreation Departments
- Public Works Departments
- Planning & Zoning board representatives
- Economic development committee members
- Fitness Clubs
- YMCA/YWCA; Boys and Girls Clubs of America
- Residents

Worksites:

- Worksite Human resources/personnel administrators
- Local Chambers of commerce
- Small business owners
- Large and mid-size company representatives and employers
- Union representatives
- Worksite Wellness Committee members
- Worksite Wellness/Health promotion coordinators

School System:

- Superintendent of School District
- Principals
- School administrators
- School Board of Education
- Parent Teacher Organization representatives
- Physical education teachers
- Health education teachers
- School food service managers
- School nurses
- School counselors
- School psychologists
- School social workers
- Parent representatives
- Student representatives

Health Care Delivery System:

- Health care providers
- Community Health Center Staff
- Mental Health and Behavioral Health representatives
- Hospital representatives
- Consumer representatives
- Non-profit agency representation
- Local Health Director and staff

As you work to identify these key stakeholders, consider what roles or contributions they may bring to the community obesity prevention planning process as presented below.

Partner	Contributions
YMCA / YWCA Boys and Girls Clubs of America	Space and/or an instructor for healthy eating & physical activity programs.
Fitness Clubs	Discounted memberships for worksites.
Parks Department	Collaboration on providing clean and well lit areas at local parks for walking, tennis, basketball, soccer, or other activities.
Hospitals / Health Centers	Collaboration on screenings, lectures, and other services.
Farmers' Market	Fruit and vegetable sales and collaboration with worksites, schools, and community events.
Colleges / Schools	Interns from nutrition, exercise physiology and community health programs for field experiences in activities and events.
Restaurants / Take-out	Food for promotional events. Collaboration on selling healthier food items at lower prices.
Supermarkets	Collaboration on providing free food samples or discount coupons.
Culinary Schools	Low-fat cooking demonstrations and instruction at an event.
Community Cable Shows	Free of charge or low-cost airtime for promoting a program, advertising, and community outreach.
Newspapers	Advertising for community-wide events and programs.
Malls	Collaboration to offer walking opportunities within mall facilities.
HMOs	Co-sponsorship of events and collaboration on screenings, lectures, and other services.
Residents/Citizens	Knowledge of the community, voluntary time, and space for meetings and activities.