



**BlueCross
BlueShield**
Minnesota

Center for
Prevention

OUR GOAL

BUILDING COMMUNITY CAPACITY

Local communities will increase their power to create policy, systems, and environmental change that will lead to long-term, sustained health improvement.

**COMMERCIAL
TOBACCO**
PSE CHANGE

**HEALTHY
EATING**
PSE CHANGE

**PHYSICAL
ACTIVITY**
PSE CHANGE

OUR STRATEGIES

COMMUNITY POWER

Leadership development

SYSTEMS PARTNERSHIP

Infusing community voices and values into decision-making

INVEST

in innovative community-based solutions

Develop sustainable models for advancing community leadership and systems partnerships

CONNECT

to build connections across communities, sectors & systems

Strengthen leadership networks and connections

ADVOCATE

Influence and advocating for healthier communities

Cultivate leaders and coalitions to advance PSE change

PROMOTE

Leverage our brand to make health equity a shared value

Promote to increase statewide engagement and investment