

CANADIAN COUNCIL OF FOOD AND NUTRITION

STRATEGIC PLAN 2010 - 2013

CCFN's Existing Governing Ideas

Vision

To be a catalyst in advancing the nutritional health and well being of Canadians by acting as Canada's multi-sectoral trusted voice for evidence-based food and nutrition policy.

Mission

To champion evidence-based solutions to key nutrition issues, advocate for evidence-based nutrition policy and promote public understanding of food and nutrition.

Operating Principles

To be proactive, inclusive, open and transparent in:

- Advocating for key emerging and <CCFN> strategic issues in food and nutrition,
- Fostering relevant partnerships with other food, health and nutrition organizations,
- Communicating between public and private sector partners and key stakeholders and
- Reevaluating goals and objectives, key measurable and annual tactics for established strategic areas for the strategic priorities.

CCFN Strategic Priorities

The priorities are reviewed and proposed annually by CCFN's Ad Hoc Committee on Strategy with input received from membership, then presented and approved by the Board.

CANADIAN COUNCIL OF FOOD AND NUTRITION

STRATEGIC PLAN 2010 - 2013

| Strategy | Major Goals/Objectives | Key Measurable | Tactics |
|---|--|---|--|
| <p>Financial</p> <p>To be sustainable by 2013</p> | <p>With Finance Committee</p> <p>Identify and build various adequate revenue streams to diversify CCFN's income: membership, sponsorship, research grant(s), registration, "product" sales, donations and more</p> <p>Evaluate each stream to optimize</p> <p>Aim for increase in revenue by 5-10% per year</p> | <p>Revenue year over year</p> <p>Number of Members</p> | <p>To review with Finance Committee and Ad Hoc Committee on Revenue Generation</p> |
| <p>Brand</p> <p>To further build brand equity in CCFN as "...credible and trusted" in the nutrition community and among professionals and the scientific community</p> | <p>With Communications Committee</p> <p>To reevaluate the communication strategy</p> <p>Further establish and build on respected products (i.e. TNT, Watching Briefs, publications in peer reviewed journals and more)</p> <p>Further establish a CCFN event strategy to obtain wide scope of engagement and interest</p> <p>Further establish a web-strategy to drive hits and usage to the site</p> <p>To reevaluate the marketing strategy</p> | <p>Number of participants in CCFN events</p> <p>Number of CCFN mentions in the media</p> <p>Number of calls by media to CCFN</p> <p>CCFN web-site hits</p> | <p>To review with Communications Committee</p> |
| <p>Policy</p> <p>To further build the evidence-based/ driven impact on nutrition policies in Canada</p> | <p>With Policy Committee</p> <p>CCFN's continued response to/participation in government consultations</p> <p>Further development of evidence-based papers on nutrition, for use by consumers, public policy makers, and by health professionals</p> <p>To reevaluate processes for addressing priority issues</p> | <p>Number, quality and use of evidence-based papers on nutrition, for public policy makers and by health professionals</p> <p>Impact on government policy decisions</p> | <p>To review with Policy Committee</p> |

CANADIAN COUNCIL OF FOOD AND NUTRITION

STRATEGIC PLAN 2010 - 2013

| Strategy | Major Goals/Objectives | Key Measurable | Tactics |
|---|---|--|---|
| <p>Partners Further establish key partnerships (including domestic and global) to extend CCFN capabilities</p> | <p>With the Board of Trustees and Committee Members Reevaluate partnerships with key organizations Evaluate options for short and long term business models</p> | <p>Strength of CCFN 'partners' Outcomes of strategic connections</p> | <p>To reevaluate with the Board and Committees</p> |
| <p>Consumer To further enhance consumer understanding of nutrition information</p> | <p>With Communications Committee To reach consumers via the media and the website With Policy Committee To continue to develop Current Perspective Fact Sheets which are consumer friendly</p> | <p>Number of CCFN mentions in the media Number of calls by media to CCFN</p> | <p>To reevaluate the degree to which CCFN exists to directly serve the general public</p> |
| <p>Governance To further develop a model for large corporate members to provide a voice</p> | <p>With Governance Committee To further develop a strategy and governance model to engage large corporate members to provide a voice in CCFN activities Determine suitable indicators of member satisfaction and revamp the survey</p> | <p>Number of new members Membership retention Member satisfaction</p> | <p>To review with Governance Committee</p> |