



# Strategic Plan 2025-2030

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## INTRODUCTION

The Join Us in Moving People to Play Community Coalition (JUMPP) is a collaborative effort of diverse sectors united to promote physical activity across the lifespan. This coalition includes stakeholders from education, public health, healthcare, parks and recreation, faith-based organizations, local businesses, youth leadership and community-based groups, all working together to create a more active and healthier environment for Los Angeles County residents. With a shared commitment to health equity, JUMPP focuses on increasing physical activity opportunities for all, particularly in underserved communities. The coalition recognizes that access to safe, accessible spaces for physical activity and resources is not always equitable and seeks to bridge these gaps, ensuring that physical activity becomes a part of daily life for people of all ages, backgrounds, and abilities.

The coalition members designed the 2025-2030 strategic plan to engage all communities in outdoor spaces and physical activity across Los Angeles County, focusing on ensuring that historically marginalized populations have equitable access to programs and opportunities. The plan aims to improve community infrastructure, incorporate physical activity into educational systems, and foster partnerships with businesses and faith-based organizations to promote wellness by harnessing its members' collective strengths and expertise. JUMPP is dedicated to raising awareness, providing resources, and creating environments that support physical activity at every stage of life, from childhood to older adulthood. Through these efforts, the coalition strives to reduce health disparities, enhance quality of life, and help build a healthier, more active, and thriving Los Angeles County for all.

The Coalition's Five-Year Strategic Plan thoughtfully categorizes its activities into five key areas: Organizational Structure, Resources, Collaboration, Communication, and Advocacy. These focus areas ensure a holistic approach to addressing the Coalition's mission, fostering sustainable growth, and maximizing impact. This approach ensures that all activities align with the Coalition's core goals, ultimately enhancing its capacity to support community initiatives across various sectors. These initiatives create inclusive and safe spaces for families in Los Angeles County to foster wellness through play, learning, and connection with others.



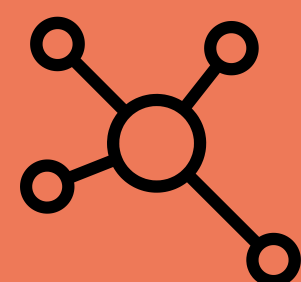
# Strategic Plan 2025-2030

## VISION

All Los Angeles County communities have equitable access and opportunities to safe recreation.

## MISSION

Support community initiatives across sectors to activate inclusive safe spaces for families to foster wellness by playing, learning, and connecting with others in Los Angeles County.



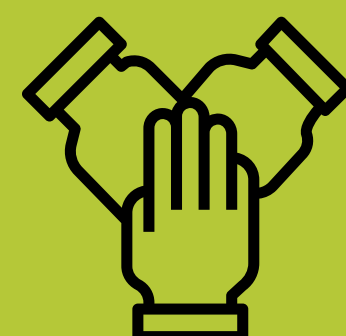
### ORGANIZATIONAL STRUCTURE

Enhance JUMPP's organizational capacity to fulfill the coalition's mission and vision.



### RESOURCES

Identify needs and gaps, collect and develop resources, and increase community access to and utilization of spaces and facilities for physical activity.



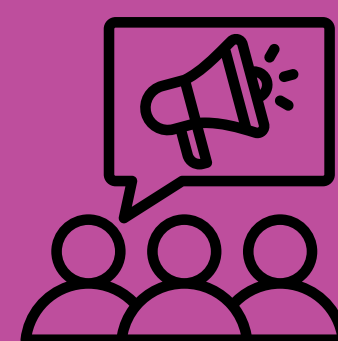
### COLLABORATION

Build a strong, connected, cross-sector network of organizations and stakeholders committed to the coalition's mission.



### COMMUNICATION

Communicate and disseminate best practices, successes, and challenges related to physical activity with coalition members.



### ADVOCACY

Monitor, create, execute, assess, recommend, and educate on policies on physical activity and safe recreational spaces at local and state levels, guided by recognized community needs and priorities.



# Goals and Strategies



## ORGANIZATIONAL STRUCTURE

1. Establish diverse, interdisciplinary committees to review and advise on JUMPP actions and activities.
2. Operationalize the coalition's organizational structure.



## RESOURCES

1. Assess programming and infrastructure support in LA County to promote increased physical activity and safe recreation spaces via a series of landscape analyses and needs assessments.
2. Develop a centralized resource database that is sortable by sector, accessible to the community, and updated regularly by stakeholders.
3. Work with funding networks to alert coalition members about awards and opportunities that support access to physical activity spaces.
4. Identify community-based violence prevention strategies through a diversity, equity, and inclusion lens to create and maintain safe spaces for increased physical activity.



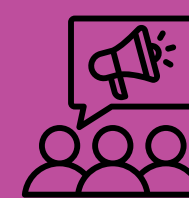
## COLLABORATION

1. Identify and collaboratively develop opportunities with other organizations promoting physical activity in and outside Los Angeles County.
2. Identify and foster partnerships with existing organizations that provide safe spaces and leadership opportunities for youth.
3. Create new safe spaces for youth and opportunities for community leadership development, particularly in marginalized communities.



## COMMUNICATION

1. Engage the broader community by sharing success stories about the benefits of physical activity and holding space to establish connections.
2. Conduct outreach to schools, county staff, and nonprofits to incorporate their perspectives and create community-specific interventions.
3. Develop standardized messaging and distribution channels for coalition members to share best practices and motivations to increase community physical activity.
4. Foster an online presence to update coalition members via listservs, newsletters, and social media.



## ADVOCACY

1. Develop advocacy priorities and strategies.
2. Engage with leadership and policymakers at the local, county, and state levels that support our mission and vision.
3. Build capacity across the membership and communities on physical activity promotion and safe recreation space policies.

