



## San Diego County Childhood Obesity Initiative Government Domain Minutes April 27, 2017

Attendees: Aliah Brozowski, Dan Fesperman, Haley Hopkins, Nina Ghatan, and Tina Zenzola

- I. Welcome and introductions led by Tina Zenzola
- II. Announcements:
  - a. American Council on Exercise is engaging ACE certified trainers in advocacy efforts. They are currently following [PHIT Act \(HR 1267\)](#), which would allow individuals to place up to \$2,000 annually in a pre-taxed medial account to be used towards physical activity. The legislation has bipartisan support.
  - b. May is mental health awareness month. If anyone is interested in materials, contact Manpreet.
    - i. ACE may use materials for their blogposts. **Nina connect Haley and Manpreet. Haley forward Nina blogposts to share on social media.**
  - c. **Nina add Haley to the June agenda to talk about ACE's Walking Toolkit.**
  - d. This summer we will start domain-level strategic planning.
  - e. Circulate should be releasing the new Walk Scorecard results in 2017. **Tina contact Kathleen to identify ways COI can support their efforts.**
- III. Municipal Profiles
  - a. We are planning to launch the profiles at the end of May.
  - b. Launch ideas include:
    - i. Announcing the profiles at the press conference along with the State of Childhood Obesity report.
    - ii. Mailing to mayors and city managers along with copies of the report.
    - iii. Sending to school superintendents with safe routes to school resources **(Dan and Pam Smith)**
    - iv. Sharing electronically with community organizations.
    - v. Presenting municipal profiles and the report to the SANDAG Planning Directors.
      1. **Tina contact Carolina to see if we can get on the agenda for June or July.**
      2. **Dan contact Stephanie to see if Supervisor Roberts would like a presentation to the board.**
    - vi. **Sharing the report and the profiles with the Parks and Rec directors (Aliah)**

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- vii. Presenting the profiles to the RLA Council and Live Well Leadership teams.

#### IV. Policy Agenda

- a. COI is planning a targeted education campaign around reducing consumption of sugar-sweetened beverages.
- b. This month this Leadership Council will be identifying a policy priority related to physical activity, such as safe routes to school or Vision Zero.
- c. CHIP staff will be developing toolkits to help advance the policy agenda.
- d. Leadership Council co-chair, Natalie Muth and Jake Ferreira with Mission Readiness will be writing an op-ed.

#### V. Advocacy Forum

- a. COI in partnership with Arboreta Group will be hosting an advocacy forum May 2 at Price Charities.
- b. Pat Libby will be sharing her 10 step advocacy framework and teaching CBOs the difference between advocacy and lobbying.
- c. Alfred Mata with Public Health Advocates will be sharing statewide examples of advocacy wins.
- d. After lunch we will host panel sessions with elected officials and nonprofit advocates to offer a local perspective.

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