



**San Diego County Childhood Obesity Initiative  
Government Domain Minutes  
December 13, 2017**

**Attendees:** Anita Lopez, Ariel Hamburger, Dan Fesperman, Haley Hopkins, Hugo Salgado, Lynda Barbour, Maya Rosas (phone), Nina Ghatan  
**Recorder:** Lyndsey Tapia

**I. Welcome and introductions led by Dan**  
**II. Announcements**

- A. Tina will be leaving the County and transitioning her career focused on wildlife and conservation ecology.
  - Maya Rosas from Circulate San Diego will be filling the spot of Government Domain Co-Chair.
  - Dan and Nina will lead a 1 on 1 Domain Champion Orientation meeting with Maya on January 18.
- B. Starting in January the Community and Government Domain Workgroup meetings will be combined. The Community Domain Meeting will be from 1:30-3:00pm, overlapping with the Government Domain Meeting from 2:00-3:00 pm at CHIP.
  - After going through the Strategic Planning process, the workgroups identified many similarities and agreed that it would be a great opportunity to work together in their efforts.

**III. COI Forum**

- A. Every year the COI hosts three forums a year including two that are more capacity building and then a third that are targeted towards elected officials.
- B. This year the idea is to focus more on either involving planners or all City staff focusing on health and all policies.
- C. Instead just talking about why it is important, the idea is to bring someone in to speak about what is in it for cities, and answer questions that are commonly ask such as, 'what will the revenue look like and what happens after the tax is in place?' or 'what will the infrastructure look like to actually support this?' 'Why city staff would want to support it?' all while looking generally at active transportation.
- D. The planning for the forum hasn't began yet but want to start generating ideas in the workgroup.
- E. Hugo mentioned that innovative community outreach strategies is something to focus on to provide better outreach to attract cities to want to be at the table.

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- F. The County hosted a forum focusing on active transportation where James Rojas led the opening presentation.
- G. Rojas uses community engagement techniques using art as a medium and is useful to communities who may not be used to speaking up or may have language barriers among residents. Great opportunity for a presenter.
- H. Dan get together with Hugo about logistics. Hugo has connections with APA credits.
- I. It might also be a good idea to bring someone from outside the region to represent Vision Zero. Hugo mentioned, Adonia Lugo as being someone who would bring a good conversation to the table. She is critical of the enforcement piece of Vision Zero and is Lead Co-Organizer for Untokening California in Los Angeles.
- J. Anita mentioned considering an East Region forum rotation is important to engage new people to advance the conversation county wide move outside of what is comfortable.
- K. ACE is currently going through a facility remodel that is projected to be complete by May/June. Hailey may be able to find out if space will be available for the forum or future group meetings.
- L. In the past, ACE has hosted forums where they create media kits and pull all resources together to give attendees something tangible to walk away with and make it the easiest for them by having items ready and accessible.

#### IV. PSE Toolkits Updates

- A. Included in our deliverables is to come up with a toolkit for the policy agenda items.
  - Dan will be focusing on Sugar Sweeten Beverage Reduction
  - Nina will be focusing on Vision Zero
- B. Vision Zero Toolkit:
  - The VZ toolkit is due at the end of January and Nina has been working closely with Maya Rosas from Circulate San Diego towards completion.
  - Circulate released a toolkit in 2015 and will be utilized as a reference guide, looking at how to advance it in different ways and create connections to safe routes to school.
  - The toolkit is planned to include VZ Sub-Regional report 1 pagers on most dangerous corridors, example talking points, funding opportunities, sample language that comprehensive for everyone, and resource for community advocates to share with elected officials.

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- **Nina bring toolkit to January meeting for minor feedback from the workgroup.**

C. SSB Toolkit:

- To avoid replication the many toolkits that are already available, the focus is figuring out how to can create something that is useful and unique.
- Included in the SSB toolkit are, Specific County and City information, education information, incentive programs, and a menu of options of resources.
- The toolkit will be comprehensive for residents to use but the main focus is on elected officials.

V. **Domain Workplan Activities**

- A. The workgroup reviewed the Domain Workplan to decide which partners can offer support for each activity.
- B. Hugo has connections with Healthy Cities Health Residence in El Cajon, National City, and Vista.
- C. Hailey has connections with Daniel Hatcher the Community Outreach Director at Alliance for Healthier Generation. He spearheads a lot of work around physical education for schools and after-school. He is very into active transportation and safe routes to school and he can potentially provide incite when the time comes for holding forums/convenings to share technical assistance, best practices, and local models of active transportation.
- D. Hailey feels that there are places with the action items revolving around Vision Zero that ACE can help to support with and hand off resources that they can offer. Once implemented and gains momentum, ACE might have more leverage to assist with the process.

Next Joint Meeting: January 25 from 2-3:30pm at CHIP

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