



**San Diego County Childhood Obesity Initiative
Government Domain Minutes
October 26, 2017**

Attendees: Dan Fesperman, Haley Hopkins, Hugo Salgado, Lynda Barbour, Nina Ghatan, Tina Zenzola

Recorder: Lyndsey Tapia

I. Welcome and introductions led by Tina

II. Announcements

- A. Nina will present on behalf of Vision Zero to the Society for Visually Impaired on Friday.
- B. Tina will be leaving the County and transitioning her career focused on wildlife and conservation ecology.
 - Hugo will be more frequently involved in the Government Domain and COI
- C. COI Partner Orientation will be on Monday, December 11 from 10-11:30 am. at County of San Diego HHSA.
 - Participants will have opportunities to network, learn about collective impact, increase understanding of the COI domains and current projects, discover resources on the COI website, learn new ways to stay engaged, and lunch will be provided.
 - The Domain Council meeting, from 11am-1pm, will overlap the orientation to allow Domain Champions to share a background about their domain and a success story to help our partners understand some of the things we've been able to accomplish through our collective impact.

III. SSB Forum

- A. Targeting elected officials, city managers, and individuals that work in cities focusing on health policies.
- B. The focus for the forum wouldn't be the SSB tax itself but more around the revenue that will be generated.
 - If the SSB tax is passed, what would the results look like and how would it work.
 - Provide elected officials with tool kits and the opportunity to explore what a SSB tax will be like.
 - Potentially partnering with EPA or SANDAG to help grab the attention of city managers.
- C. The timeline is to host the forum by May 2018. There is not a confirmed venue or exact date at this point in time.

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IV. PSE Toolkits

- 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. Will be working closely with Circulate San Diego on the Vision Zero Toolkit.
 - 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.
 - Potentially include Vision Zero 1 pagers that have been created by Circulate San Diego.
 - A unique way for COI to create a toolkit that will be useful and focused on specific cities.
- C. For the SSB toolkit, figuring out how we can create something that is useful and unique.
 - Specific county information and city information. Building out from other toolkit resources without repeating what is already existing.
 - Create a chart of focuses that people might be interested in that will lead them to other toolkits or informational sections with resources specific to what they are looking for.

V. Domain Workplan Activities

- A. *Objective 1: Advance safe routes to healthy and active places through support to cities and jurisdictions for adoption and implementation of initiatives and policies such as Vision Zero, Safe Routes to School, Complete Streets, etc.*

Potential Activities:

- Identify and prioritize cities/areas that COI will target for VZ policy utilizing equity lens among other factors. Gov't domain workgroup to identify draft prioritizing criteria and data sources (e.g., equity factors, political readiness, proximity to schools/impact on kids, obesity data, and existence of partner relationships, etc.). Overlay these factors with the CS VZ city reports.
- Encourage priority cities to adopt and implement Vision Zero recommendations and other strategies that support active transportation and that address the priority areas and policies
- Build community support for adopting and implementing Vision Zero and related policies in the priority cities by sharing the maps/data and best practices

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- Partner with the Media, Schools & After-school and other COI Workgroups to support Vision Zero adoption and implementation in the priority cities
- Building off Healthy Cities Profiles, partner with community-based organizations and the COI Community Domain to engage priority communities in environmental improvements and increased awareness of the importance of active living/active transportation
- Hold forums/convenings to share technical assistance, best practices, and local models of active transportation
- Support cities with adopting and implementing Vision Zero and related policies/efforts by providing them with technical assistance in securing grants as appropriate and other types of support (e.g. provide letters of support)

NOTES:

- What are our specific policies asking: Vision Zero resolution adoption; Vision Zero plan development and strategies
 - Comes into play in three ways:
 1. A criteria for selecting which city to target for our Vision Zero efforts (those with their problems located near/impacting schools/kids).
 2. If there is an opportunity to address SRTS in their Vision Zero efforts, then COI partners can push for specifically including some SRTS language in the Vision Zero resolution.
 3. At later stage when actually working with the target Vision Zero cities, focus the push for improvements on the locations near schools.
- B. We will continue reviewing the domain workplan activities in our next meeting.

Next Meeting: December 13 from 2-3:30pm

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