



San Diego County Childhood Obesity Initiative Government Domain Minutes September 28, 2017

Attendees: Juanita Garcia, Kristin Haukom, Lynda Barbour, Michelle Luellen, Nina Ghatan, Stacey Kurz, Stan Miller, Tina Zenzola **Recorder:** Lyndsey Tapia

I. Welcome and introductions led by Tina

II. Strategic Planning:

A. July Recap

- Brainstorming priority areas to focus on for the next two years.
- Incorporating Vision Zero focus on safe routes and what role the Government Domain and COI can be to take the data and move it forward.
 - Identify top most dangerous intersections for all cities.

B. Revisions to the Strategic Plan are as follows:

- Supporting Vision Zero and active transportation as separate priorities as it may limit what potential partners think we are focused on.

Key Focus Areas for Next Two Years

- Advance safe routes to healthy and active places through adoption and implementation of initiatives and policies such as Vision Zero, Safe Routes to School, and complete streets.
 - Build off the healthy city profiles to work with CBOs and the Community Domain to address challenges.
 - Utilize data and share with cities to help generate support and funding.
 - Host forums to promote best practices and share ideas.
- Encourage and support cities to adopt policies related to reducing sugar-sweetened beverage consumption
- Leverage place-based projects to identify and engage new domain partners

Objective 1: Potential activity additions

- Leveraging the Vision Zero reports and State of Childhood Obesity report to incorporate a health equity lens in advocacy.
- Providing advocacy technical assistance to community groups.
- Helping cities that want technical assistance with healthy eating and active living policies by writing letters of support to funders.

Objective 2: Potential Activities

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- The objective was updated by removing healthy food access and replacing it with sugar-sweetened beverage consumption.
- Share data with cities to support and help boost community to engage in safe routes.

Objective 3: Leverage place-based projects/ Healthy Cities, Healthy Residents to identify and engage new domain partners.

Domain Logic Model

- *Activities*
 - Consolidated two activities resulting in: Monitor and track local policies to identify opportunities and recommend policies to share best practices
 - Add data collection and sharing with a health equity lens.
- *Short term outcomes- add "address health inequities, build political will and relationships, provide technical assistance, develop community capacity".*
- *Change the previous short term outcomes to intermediate.*

How can we get partners involved and stay engaged?

- Offer a teleconference option
- Give an incentive
- Provide technical assistance
- Collaborate with Schools & After-school domain
- Work with school district jurisdiction

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