



2017-2018 ACTIVITIES AND ACCOMPLISHMENTS

The San Diego County Childhood Obesity Initiative (COI), facilitated by Community Health Improvement Partners (CHIP), has become recognized nationally as a model public-private partnership focused on obesity prevention. Below is a partial list of our recent collective activities and accomplishments to help shape a healthier future.

OPERATIONAL

- Built and maintained partnerships with more than 400 public and private agencies and individuals.
- Facilitated workgroups meetings (Schools and After-school, Early Childhood, Media, Healthcare, Community, and Government) to share best practices, develop partnerships, and leverage resources to create healthier environments.
- Created new workplans for all seven COI Domains.
- Hosted a web forum, "[Addressing Health Disparities in Underserved Populations](#)" with the purpose of increasing understanding of root causes related to health disparities, as well as policies and practices that can reduce disparities and improve health outcomes. The forum was attended by nearly 125 participants.
- Hosted a Partner Orientation that educated 47 partners on COI's history, structure, and current activities.
- Launched a new COI website with new resources and materials.
- Developed a Sugar-Sweetened Beverage and a Vision Zero Toolkit to highlight opportunities for municipalities and community residents to create healthier communities.
- Harder+Company conducted an external evaluation of COI activities including surveys of shared measurements and organizational structure along with key informant interviews and observational data collection.

The **GOVERNMENT DOMAIN** engages government entities to incorporate health into all policies. Recent activities include the following:

- Hosted a Vision Zero symposium, which was attended by nearly 70 individuals. The first panel included a Vision Zero 101 that informed attendees what Vision Zero is and why it's important, and then provided examples of successful Vision Zero projects. The second panel featured public health and businesses representatives who talked about their role to support safe streets.
- Completed an analysis of the schools with the highest obesity rates and the cities with the highest pedestrian and bicycle crashes and deaths and identified an overlap in Chula Vista, Escondido, Oceanside, and National City.
- Developed toolkits to support the COI policy agenda focusing on supporting Vision Zero and reducing consumption of sugar-sweetened beverages.
- Worked with Alta Planning + Design to create maps showing the intersections with the highest collisions/fatality rates near schools.

The **HEALTHCARE DOMAIN** engages healthcare stakeholders to support and advocate for healthy systems, policies, and environmental changes. Recent activities include:

- Piloted the 2-1-1 for Healthy Kids project, designed to assist families with overweight or obese children in making healthy lifestyle changes and connect them to supportive community resources to address identified health and/or social service needs.
- Worked with partners to host two trainings for educators and healthcare providers to provide resources and information on how they can assist parents in responding to infant and toddler feeding transitions and behaviors.
- Worked with health plans including Aetna to identify how providers are using 5-2-1-0 messaging and how this campaign can be expanded to additional healthcare settings.

The **SCHOOLS AND AFTER-SCHOOL DOMAIN** supports school staff, teachers, administrators, and community residents in promoting nutrition and physical activity opportunities in schools and neighborhoods. Recent activities include:

- Co-hosted a forum, "[Active Transportation Program: A Forum to Strengthen Funding Applications](#)" in partnership with SANDAG and Alta Planning + Design. The forum brought together city and school district staff to walk through the Active Transportation Program application process and share local resources. Additionally the forum was an opportunity to create meaningful connections with the goal of securing funding for Safe Routes to School and active transportation projects throughout San Diego County.
- Developed Vision Zero + Safe Routes to School [resources sheets](#) that outline intersections with the most bicycle/pedestrian collisions within .5miles of a public school for cities throughout San Diego County.
- Hosted a wellness workshop titled, "[Assessing Wellness Policy Implementation: the Who, the Why, and the How.](#)" The workshop reviewed two evidence-based wellness policy implementation assessment tools, discussed local best practices, and provided examples of how data can be used to meet school district objectives.
- Updated the school wellness policy clearinghouse with current wellness policies from 41 San Diego County school districts.
- Created and shared "What's in a Wellness Policy Resource Sheets" with model language and resources related to wellness policy components.

Core funding provided by:



Facilitated by:





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The **EARLY CHILDHOOD DOMAIN** supports parents, teachers, and childcare providers in promoting nutrition and physical activity among young children. Recent activities include:

- Identified a higher education champion to act as a liaison between the workgroup and local community colleges to determine opportunities for collaboration.
- Developed a higher education survey to identify needs for higher education providers.
- Surveyed 13 educators from five local community colleges to identify health and wellness components included in early education curriculum and understand support needs. Survey results indicated a strong focus on physical activity and less of a focus on nutrition. All participants indicated an interest in receiving support resources from the Early Childhood Domain.

The **COMMUNITY DOMAIN** enlists and empowers community organizations and residents to create healthier environments in their neighborhoods. Recent activities include:

- Revised the application for the third round of the COI Mini-Grant Program and hosted a webinar to walk applicants through the application process, highlight organizations and projects that have previously been funded, and share suggestions to strengthen applications.
- Through the third round of mini-grants we invested \$5,583 to support the community in creating a safe space at a church parking lot in eastern Oceanside for residents through the installation of a gate, shade sails, and turf and additional beautification efforts. The space will be used for workshops, community gatherings, and more!
- A new Community Health Action Map Partners (CHAMP) tool was created to map community engagement groups that empower and train residents to make positive changes in their neighborhoods. The map currently features 23 groups throughout San Diego County.
- Worked to engage Resident Leadership Academy (RLA) networks through sharing training opportunities and developing resources (e.g., sugar-sweetened beverage and Vision Zero toolkits)
- Continued working with the San Diego County Fair to improve community member awareness of 5210 messaging.

The **MEDIA DOMAIN** provides ongoing outreach efforts about policy and environmental changes as they relate to childhood obesity and building healthier communities. Recent activities include:

- Worked with American Red Cross WIC to raise awareness on childhood obesity and food insecurity through an NBC segment titled, "Healthy Habits to Teach Kids."
- Provided media support for press events related to the COI's partnership with the San Diego County Fair.
- Promoted partners' efforts to improve the health of children and families and communicated breaking public health news through social media, including Facebook, Twitter, and YouTube.
- Updated the COI Communications Plan, which is used to enhance communication efforts to our partners and the greater community.
- Published COI eNewsletters, which feature partner highlights, announcements, grant opportunities, and upcoming events.
- Distributed materials to COI partners throughout San Diego County to promote the 5-2-1-0 healthy messaging campaign.

The **BUSINESS DOMAIN** inspires the San Diego business community to provide opportunities for a healthier workplace, workforce, and community. Recent activities include:

- Completed activities to explore developing a local food hub to address connection and capacity challenges for growers and institutions (i.e., food hub needs assessment, exploration of funding options).
- Partnered with the San Diego County Fair by:
 - Highlighting healthier options at the fair through the use of an icon on the food map.
 - Acknowledging vendors that purchase local foods with an, "I Buy Local" ribbon on their stand.
 - Promoting the 5-2-1-0 healthy messaging in over 30,000 activity books to children at local elementary schools and throughout the fairgrounds.
 - Working with UCSD's Center for Community Health and Live Well @ Work program to promote walking routes throughout the fairgrounds to promote physical activity.
- Hosted the Good Food Showcase, an event to connect buyers with local good food businesses from the San Diego County region, attended by an estimated 200 people.
- Highlighted local businesses, healthcare providers, and dentists that participated in the annual Halloween Candy Buy Back program on our Facebook page to connect families with local businesses that would buy back Halloween candy as a way to support community health.

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