

# PARTNERSHIP GUIDELINES

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# Introduction

The San Diego County Childhood Obesity Initiative (COI) is a nationally recognized public-private partnership focused on reducing and preventing obesity through policy, systems, and environmental change.

The COI uses a collective impact model to engage hundreds of agencies, organizations, and individuals from multiple sectors to work together to advance the primary goals of increasing access to healthy foods/beverages and opportunities for safe physical activity. The COI is led by a Leadership Council comprised of public and private sector stakeholders with varied subject matter expertise—including co-chairs representing each of COI’s Domain workgroups. Domain workgroups from government, healthcare, schools, early childhood, community, media, and business convene regularly and serve as mini think tanks to develop, leverage, and replicate best practices and resources. UC San Diego Center for Community Health (CCH) serves as the facilitator and backbone organization for the COI.

The purpose of these Partnership Guidelines is to outline the specific commitments made by and to COI partners in multiple categories of partnership.

# Shared Principles

## Mission

The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

## Purpose

The purpose of the San Diego County Childhood Obesity Initiative is to create, support, and mobilize partnerships; provide leadership and vision; provide advocacy and education; and coordinate and sustain county-wide efforts to prevent and reduce childhood obesity.

## Vision

We envision healthy eating and active living in all places.

## Goals

- Increase access to healthful foods and beverages in a culturally-appropriate manner.
- Increase opportunities for safe physical activity in an inclusive and culturally-appropriate manner.
- Create and improve social, economic, service, and built environments that support healthy eating and active living.
- Promote operational excellence of the public-private partnership.

# Shared Principles (continued)

## Values

- Respect—We show respect for each other and treat all as equal partners.
- Communication—We communicate openly and maintain a safe environment to encourage honest dialogue.
- Collaboration—We foster an environment of collaboration, not competition.
- Integrity—We display integrity and professionalism.

## Guiding Principles

- We demonstrate innovation, flexibility, optimism, creativity, and passion for our mission.
- We strive to be inclusive and linguistically and culturally appropriate.
- We share experiences, lessons learned, and promising practices.
- We strive for our work to be meaningful, measurable, and valuable.
- We operate with fiscal integrity.

# Current Priority Areas & Key Strategies

## ***Priority Areas:***

1. **Address Adverse Childhood Experiences (ACEs)** and contributing factors on parenting and healthy development of children, with specific focus on 0–5 years of age.
2. **Advocate for policy and implementation of comprehensive Pre-K–12 health education;** increase access to and participation in school meal programs and build/strengthen policy for physical activity.

## ***Key strategies:***

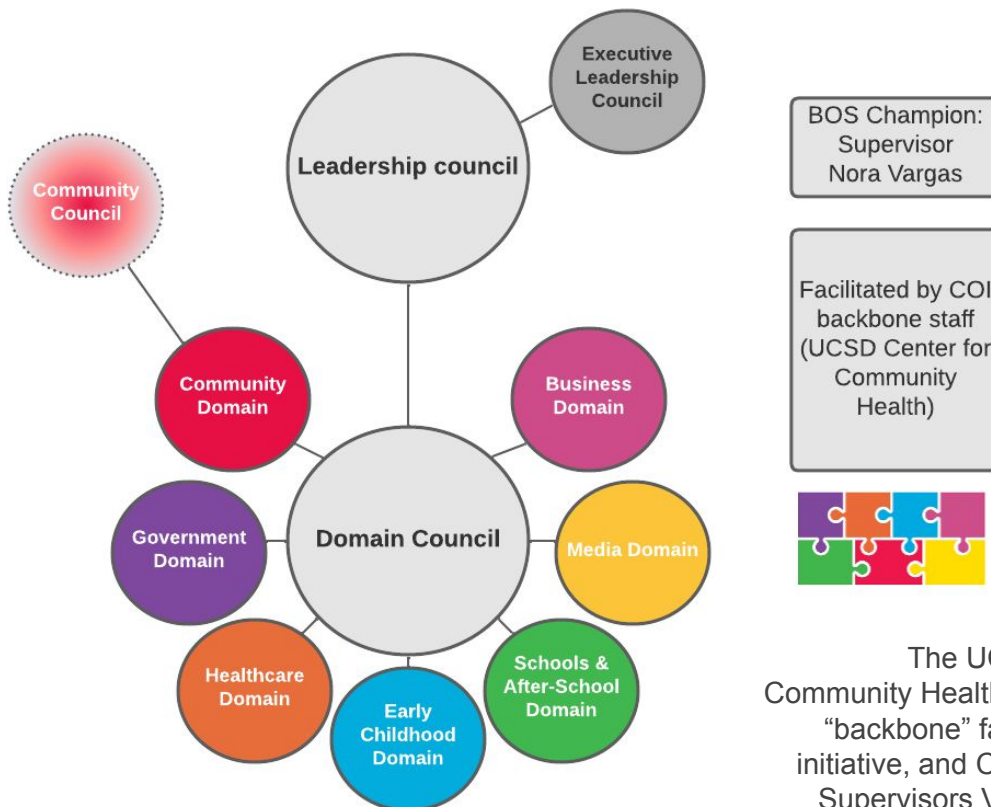
1. Create culturally humble community messaging around childhood obesity.
2. Increase communication between partners and domain working groups.
3. Use data-driven strategies in an action research cycle.
4. Integrate health and racial equity into structure, function, and collaboration of the COI.

## COI Structure

COI currently operates across 7 **Domain workgroups** (Government, Media, and more -- see graphic below). Each of these Domain workgroups meets regularly with guidance from its **workgroup co-chairs**. Together, these workgroup co-chairs comprise the **Domain Council**.

The **Leadership Council** serves as a steering committee to guide overall strategy of COI; its membership includes all members of the Domain Council as well as several additional “seats” that provide specific subject matter expertise in areas such as mental health and food security. The Leadership Council is chaired by the **Executive Leadership Team** (ELT).

More recently, the Community Domain introduced a new group, the **Community Council**, which brings together community leaders who guide COI priority-setting and relationship-building with their respective communities. the initiative.



The UCSD Center for Community Health serves as the “backbone” facilitator for the initiative, and County Board of Supervisors Vice Chair Nora Vargas is a key COI Champion.

## Partner Definition

COI partner organizations/individuals support the goals of the COI and demonstrate *one or more* of the following:

1. Has been involved in the past year in activities of one or more COI domains.
2. Regularly attends COI domain workgroup and/or Leadership Council meetings.
3. Serves as an advisor to a COI domain or committee.
4. Provides financial support or other resources.
5. Shares data and information to support evaluation efforts.



# Partnership Benefits

COI partners may derive the following benefits from partnership:

1. Be part of a countywide voice to address obesity prevention through policy, systems, and environmental change.
2. Safe place to discuss and plan obesity prevention ideas and solutions.
3. Access to influential partners and experts in multiple domains working collectively toward COI goals and overarching strategies.
4. Opportunities to network and develop relationships with individuals from multiple sectors.
5. First-hand information on obesity prevention activities and best practices across San Diego County.
6. Technical support for grant proposals, presentations, and promotional efforts.
7. Opportunities to leverage and expand your organization's work through partnerships.
8. Link your organization's projects to the San Diego County Childhood Obesity Initiative and COI Action Plan, which may lead to increased funding and promotional opportunities.
9. Demonstrate your organization's contribution to community benefit through collaboration and partnership with COI.
10. Opportunities to publicize your organization's obesity prevention activities and accomplishments through collaborative public relations/media efforts (e.g., success stories, certificates of recognition, social media, e-newsletter, media outreach, presentations at conferences and high-level meetings).
11. Increase visibility of your organization through promotional listing on the COI website.

# Categories of Partnership

The following section outlines the purpose, composition, roles, and responsibilities of various categories of COI partnerships.

## Executive Leadership Team

### Purpose

- Identify and discuss any areas of concern
- Address quality assurance
- Make recommendations regarding program improvements

### Members

- COI public and private sector co-chairs

### Staffing

- Backbone staff (CCH): COI co-directors and CCH Executive Director

### Roles/Responsibilities for ELT

- Meet quarterly
- Present recommendations to the Leadership Council

### Roles/Responsibilities as Leadership Council Co-Chairs

- Provide input on Leadership Council meeting agendas
- Facilitate and preside over Leadership Council meetings
- Serve as media spokespersons for the COI and conduct other media relations activities as required
- Speak affirmatively and publicly on behalf of the COI throughout San Diego County, and at the state and national levels
- Attend other COI meetings and events as necessary

# Categories of Partnership (continued)

## Leadership Council

### Purpose

- Provide strategic guidance and direction for the COI and its key stakeholders in support of implementation of the COI *Action Plan*, evaluation, and domain workplans
- Provide guidance and oversight for COI operations including review and approval of core funding applications and policy positions

### Members

- Cross-sector community partners from public and private sectors
- Domain workgroup co-chairs and subject matter experts

### Staffing

- Backbone staff (CCH): COI co-directors

### Roles/Responsibilities—Council Members

- Attend and participate in at least six Leadership Council meetings annually
- Be familiar with the COI *Action Plan*, strategic plan, logic model, and other guiding documents
- Adhere to COI guiding principles
- Serve as advocates and vocal champions of the COI
- Identify how the activities of your organization and those in your network align with COI goals
- Track and inform progress of COI activities using agreed-upon indicators and domain workplans
- Identify opportunities for new partnerships and cross-domain collaboration
- Attend COI strategic planning retreats

# Categories of Partnership (continued)

## Domain Workgroups

### Purpose

- Provide a forum for domain stakeholders
- Identify and implement domain-specific strategies as identified in the *COI Action Plan*
- Identify and implement domain-specific objectives, activities, and action steps as identified in domain workplans
- Track progress toward COI goals and domain objectives through data collection and/or domain workplan updates

### Members

- One or more domain co-chair
- Community partners from identified sectors

### Staffing

- Backbone staff (CCH): COI Co-Directors and support staff

### Roles/Responsibilities—Workgroup Members

- Attend domain workgroup meetings
- Participate in implementation of domain-specific strategies
- Participate in data collection when possible
- Coordinate activities among domain workgroup members and others in the community
- Identify resources (e.g., funding, partners, materials, technical assistance) to support implementation of strategies
- Provide leadership and advocate for childhood obesity prevention through domain-specific policy, systems, and environmental changes
- Support cross-domain collaboration and activities

# Categories of Partnership (continued)

## Domain Workgroups (continued)

### Roles/Responsibilities—Domain Co-Chairs

- Provide input on domain workgroup meeting agendas
- Preside over domain workgroup meetings
- Attend biannual Domain Council meetings
- Attend Leadership Council meetings (at least one co-chair per domain)
- Report domain workgroup progress at Leadership Council meetings
- Identify and recruit domain workgroup and/or other COI partners
- Attend COI strategic planning retreats

# Categories of Partnership (continued)

## Funders

### Recommended Roles/Responsibilities for Core Funders

(i.e., funders who provide general operating support for the COI in the amount of \$100,000 or more annually)

- Participate on the Executive Leadership Team
- Participate as a voting member of the Leadership Council
- Ask other funded organizations to participate in COI to align collaborative efforts
- Explore opportunities to direct resources to support organizations that align their work with shared COI goals
- Serve as advocates and vocal champions of the COI

# Categories of Partnership (continued)

## Backbone Organization

### Purpose

- Serve as mission leaders to guide COI vision and strategy
- Support aligned activities of COI partners
- Establish shared measurement practices
- Build public will around collaborative efforts
- Advance policy, systems, and environmental changes
- Mobilize resources to support COI goals

### Roles/Responsibilities

- Facilitate periodic review/revision of the COI strategic plan and the San Diego County Childhood Obesity *Action Plan*
- Build key relationships to recruit and retain COI partners (Leadership Council members, domain partners, etc.)
- Convene meetings (Executive Leadership Team, Leadership Council, Domain Council, and workgroup meetings) and facilitate, as needed
- Identify and facilitate opportunities for cross-domain and other collaboration among partners
- Provide technical assistance and support to partners, as needed
- Assist in domain workgroup activities and project implementation
- Manage all internal communications including meeting and event announcements, resource sharing, etc.
- Manage external communications including media relations and activities, social media, partner recognition, inquiries, etc., and act as COI spokesperson when necessary
- Oversee evaluation activities and reports
- Advocate for COI's policy agenda
- Identify and facilitate funding to support backbone and partner activities
- Direct funds to support COI partners when possible
- Promote COI by conducting presentations, attending conferences and meetings, etc.
- Plan and assist in implementation of COI strategic planning retreats

