



Business Domain

2-Year Strategic Plan (2020-2022)

The Business Domain Strategic Plan serves as a link between the COI’s overall Strategic Plan and the Domain Workgroup’s Action Plan. Please see both of those documents for more information.

COI Mission

The San Diego County Childhood Obesity Initiative (COI) is a multi-sector collaborative with the mission of reducing and preventing childhood obesity by advancing policy, systems, and environmental change through collective impact.

Domain Workgroup Purpose

The business domain plays an important role in obesity prevention by establishing and implementing policies and programs in the workplace that foster a culture of wellness and recognize the links between employee health, good business practice, and profitability. Business domain stakeholders include owners and employees of privately-owned companies representing sectors such as government, business, schools, and non-profits. Given the vibrant diversity of San Diego County’s employers and workplaces, the COI takes a unique approach when working with the business domain. The business domain engages in multiple COI domains and activities when tangible business opportunities can be found. COI staff and partners work with the business domain to:

- Engage employers and business representatives in domain workgroups and subcommittees where natural connections exist
- Support projects and activities in other COI workgroups related to employees and workplaces
- Provide resources, technical assistance, and support to organizations and businesses in making policy, environmental, and practice changes

Key Focus Areas for the Next Two Years

The Business Domain Workgroup identified four focus areas for the next two years:

- Promoting and launching the Live Well @ Work Healthy Workplace Accelerator Program to expand reach in the business community and support employee wellness efforts countywide.
- Identifying businesses to be recognized under the LW@W Designation Program.
- Sharing “Bringing wellness home” resources that align with LW@W’s Small Business Toolkit for employees can continue to implement healthy living practices at home.
 - During COVID-19 Live Well @ home can be implemented at home.
- Promoting and distributing LW@W’s Small Business Toolkit through various groups, including North County Business Chamber and South and East Economic Development Councils.

Business Domain Work Plan: As of Working Date 04/2022

- o Invite workplaces to join Business Domain.
- Building the capacities of local business community to create or enhance employee wellness programs through best practice sharing opportunities.

Cross-Domain Collaboration Opportunities

SCHOOLS & AFTER-SCHOOL DOMAIN

- Supporting school staff wellness policies and programs through connections with district-level staff.

MEDIA DOMAIN

- Promote best practices and successes through communications and media channels supported by COI and *Live Well San Diego*.

GOVERNMENT DOMAIN

- Connect with Government entities as worksites.

HEALTHCARE DOMAIN

- Promote Healthy Workplace Accelerator program to support worksite wellness in healthcare settings

Objectives

(Linkages Identified to COI Strategic Plan)

1) Member engagement and capacity-building for worksite wellness

- Engage employers and business representatives in domain workgroup where natural connections exist. Expand workgroup membership and strengthen ongoing capacity-building for members, including supporting speaker presentations, networking opportunities, and other modes of engagement for sharing resources and programs.

Linkages: COI Strategic Plan Goal 4

2) Strengthen worksite wellness resources & programs for businesses

- Support sharing of existing resources and programs (e.g., Healthy Workplace Accelerator Program) with a broad range of businesses.
- Assess needs of unique business communities (e.g., employers of low-wage workers) to guide resource updates.

Linkages: COI Strategic Plan Goals 1-3

3) Resource sharing to support employees in “Bringing Wellness Home”

- Strengthen connections between worksite wellness and wellness at home for families and children, by providing employers strategies and resources focused on the home environment.

Linkages: COI Strategic Plan Goals 1-3