



Government Domain

2-Year Strategic Plan (2020 - 2022)

The Government 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 COI Government Workgroup is comprised of government representatives, public health, community organizations, and health advocates who support healthy eating and active living. Partners participating in the COI Government Workgroup conduct the following activities:

- Monitor and track local and state policies for the purpose of identifying opportunities to share best practices, suggest policy improvements, and promote policy adoption.
- Provide stewardship and advocacy to address and prevent childhood obesity across government departments, jurisdictions, and partners in a collaborative manner.
- Provide resources, support, and technical assistance to government domain stakeholders, policy and advocacy partners and community members focused on policy priorities.
- Provide a forum in which government domain stakeholders can share and leverage resources and best practices.
- Support projects in other COI workgroups related to policy, systems and environmental change.

Key Focus Areas for the Next Six Months

The Government Domain Workgroup identified the following focus areas for the next six months:

- Expound local government participation in health literacy through relationship building in the Office of Mental Health (OMH) Literacy Grant.
- Build a structure that includes an identified liaison(s)/teams that have built relationships with their respective jurisdictions/regions and partner with them to implement policies and programs.
- Partner with City staff to implement strategies from the Healthy Cities Agenda as a framework.
- Leveraging place-based projects to identify and engage new/existing Workgroup members.

Government Domain Work Plan: As of Working Date 08/2022

- Linking with the Community Domain to leverage resident leadership and engagement. Train Community Council members on policy priority areas and engage them in advocacy opportunities such as meetings with elected officials and participating in listening sessions.
- Support updating the healthy eating and active living jurisdictional policies currently being implemented within each city by sharing jurisdictional policy review with partners.
- Support the overarching COI policy agenda priority areas.
 - Priority Area: Food4All - partnering with NourishCA, facilitate and encourage participation at advocacy opportunities to COI members.
 - Priority Area: Community Food Production - partnering with Supervisor Vargas's office as well as community organizations such as the San Diego Food Systems Alliance, facilitate and encourage participation at listening sessions with the SD Foundation as they determine priorities for disseminating ARPA funds to support community gardens.
- Identify local advocacy activities to impact identified state-level and local policy priorities.

Cross-Domain Collaboration Opportunities

SCHOOLS & AFTER-SCHOOL DOMAIN

- Educate elected officials on K-12 Health Education.
- Connect city planning staff with school wellness leads/committees.
- Advocate to elected officials for more paid wellness leads (schools & cities).

MEDIA DOMAIN

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

BUSINESS DOMAIN

- Connect with government entities as worksites.
- Promote Health Heroes Award in Chula Vista.

COMMUNITY DOMAIN

- Linking Community/Government Domain as one advocacy arm.
- Expand health literacy reach to CBOs and grassroots organizations.
- Align on supporting the COI Policy Agenda by training Community Council members on policy priorities and advocacy opportunities.

Objectives/Projects

(Linkages Identified to COI Strategic Plan and Policy Agenda)

1) Support COI Policy Agenda priorities through convenings, activities, and information dissemination.

Linkages: COI Strategic Plan Goals 1- 3 & COI Policy Agenda

2) Leverage place-based projects to identify and engage at least 2-3 new/existing Workgroup members

Linkages: COI Strategic Plan Goal 4