



Healthcare Domain

2-Year Strategic Plan (2020-2022)

The Healthcare 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 Healthcare Workgroup is composed of healthcare stakeholders and advocates who support healthy eating and active living. Partners participating in the COI's Healthcare Workgroup conduct the following activities in support of the strategies included in the COI's Childhood Obesity Action Plan:

- Provide leadership to prevent childhood obesity across all healthcare settings in a collaborative manner.
- Engage healthcare stakeholders to support and advocate for childhood obesity through healthy policy, systems, and environmental changes.
- Provide training, resources, support, and technical assistance to healthcare domain stakeholders and others.
- Provide a forum in which healthcare domain stakeholders can share and leverage resources and best practices.
- Support projects and activities in other COI workgroups related to healthcare.

Key Focus Areas for the Next Two Years

The Healthcare Workgroup identified the following focus areas for the next two years:

- Understanding and responding to primary providers' needs.
- Providing health resources to other COI domains.
- Integrate behavioral health and ACEs.
- Hosting a provider workshop focused on trauma-informed nutrition and social determinants of health.

Cross-Domain Collaboration Opportunities

SCHOOLS & AFTER-SCHOOL DOMAIN

- Share resources for ACEs and trauma-informed care to support school wellness policies for socio-emotional health

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

MEDIA DOMAIN

- Partner on promotional efforts such as provider workshop on trauma-informed approaches to weight management

EARLY CHILDHOOD DOMAIN

- Cross-promote and develop trainings for trauma-informed care and messaging

Objectives/Projects

(Linkages Identified to COI Strategic Plan and Policy Agenda)

1) Regularly assemble a Physician Advisory Council to guide development of a training on trauma-informed approaches to obesity prevention, with the goal of disseminating these training materials to health care providers within and beyond the Physician Advisory Council.

Linkages: COI Strategic Plan Goal 4; COI ACEs priority; COI strategy for culturally humble messaging

2) Establish ongoing capacity-building for providers based on outcomes as a follow-up to the Domain's execution of a training on trauma-informed approaches to obesity prevention.

Linkages: COI Strategic Plan Goal 3; COI ACEs priority; COI strategies for culturally humble messaging and health and racial equity

3) Develop and implement an oral hygiene campaign as part of the larger 5210-8 educational campaign to promote healthy eating and dental habits for children, with an emphasis on children 0-5 years of age. Engage with various stakeholders to conduct outreach efforts, including healthcare providers, community clinics, dental clinics, child resource centers, home care providers, and families.

Linkages: COI Strategic Plan Goals 1 and 3