

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE

ACTION PLAN 2026

COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL SAN DIEGO

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE
Working Together to Shape a Healthy Future
Facilitated by the UC San Diego Center for Community Health

UC San Diego
ALTMAN CLINICAL AND TRANSLATIONAL RESEARCH INSTITUTE

UC San Diego
CENTER FOR COMMUNITY HEALTH

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Letter from Executive Leadership Team

Dear Friends,

We are pleased to share the Childhood Obesity Initiative's Action Plan. As the Executive Leadership Team of the San Diego County Childhood Obesity Initiative (COI), we remain deeply committed to advancing the health and well-being of children and families across our county.

This Action Plan complements our 2025 COI Strategic Plan which serves as the COI's five-year roadmap, guiding strategic policy, systems, and environmental changes that make healthy eating and active living more accessible for all. While we have made meaningful progress since our last published action plan in 2015 and our 2020 strategic plan, there is still important work ahead.

Fortunately, our strength lies in our partners. Our region is home to a broad and diverse network of organizations, agencies, institutions, neighborhoods, and community leaders – including you – who are essential to continuing this progress. Together, we have demonstrated what is possible when communities unite around a common purpose.

The COI Action Plan is intended to be a resource and catalyst that engages every sector in shaping healthier environments. Working collaboratively, we can leverage our shared knowledge, uplift community-driven solutions, and support policies and practices that ensure a healthy future for all children and families in San Diego County.

We are proud that the COI is coming up on its 20th anniversary and continues to make great strides in making San Diego County a healthy place to live for all families. Our work across sectors, including with partners in local government, education, transportation, healthcare, and community leadership, illustrates the power of coming together to make policy, systems, and environmental changes that address childhood obesity.

Letter from Executive Leadership Team, Cont.

Finally, we extend our sincere appreciation to the dedicated members of the Leadership Council and the multi-sector domain workgroups, as well as the Community Council who bring their lived experience, expertise, and commitment to the table. Your leadership, vision, and collaboration are the foundations of this effort. Thank you for your continued partnership. We look forward to building the next chapter of this movement together.

With appreciation,

The San Diego County Childhood Obesity Initiative Executive Leadership Team

Dr. Shaila Serpas, MPH Family Physician
SDCOI Executive Tri-Chair

Margarita Holguin, President & Founder, Consulting Solutions, LLC
SDCOI Executive Tri-Chair

Bonnie Beckman
Community Council Tri-Chair

Dr. Thomas R. Coleman
SDCOI Executive Tri-Chair

Who We Are

Mission

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

Vision

We envision healthy eating and active living resulting in optimal health and wellness for all children and families in the San Diego County region.

Purpose

The COI uses a collective impact model to:

- Coordinate and sustain countywide efforts to prevent and reduce childhood obesity
- Provide leadership and vision
- Create, support, and mobilize partnerships
- Provide outreach, advocacy, and education
- Assess and report on progress toward countywide goals

Organizational Structure

The COI is comprised of hundreds of agencies, organizations, and individuals from multiple sectors. The COI is led by a Community Council and Leadership Council comprised of public and private sector stakeholders with varied subject matter expertise and lived experience. There are seven Domain workgroups led by one to three chairs who make up the Domain Council. The seven Domain workgroups meet regularly and serve as mini think tanks to develop, leverage, and replicate best practices through their action plans.


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HISTORY OF COI

Beginnings

In October 2004, the San Diego County Board of Supervisors approved funding to develop a countywide plan to end childhood obesity. This effort was intended to build on the work begun by the Coalition on Children and Weight San Diego. County of San Diego Health and Human Services Agency (HHSA) staff and private-sector individuals with expertise in healthcare, nutrition, and physical activity formed a steering committee to guide the process. To ensure a comprehensive approach, the steering committee identified seven key domains that have the most influence on policies, environments, community, media, and business. As the work progressed, partners from across these domains joined the effort. In 2006, the committee released the first call to action: San Diego County Childhood Obesity Action Plan (Action Plan).

Taking Action

After the Action Plan was published in 2006, the COI was formed to bring community partners together and ensure effective implementation of the strategies outlined in the plan across all domains. In 2019, the UC San Diego Center for Community Health (UCSD CCH) became the backbone agency of the COI. UCSD CCH continues to grow and strengthen The COI's public-private partnership and center its mission on reducing and preventing childhood obesity through PSE changes.

New Direction

Throughout the history of the COI, there has been recognition of the complexity of the prevention of childhood obesity, as the causes of obesity are not limited to just individual or family factors. Instead, it is a multifactorial problem involving situations in the wider environment such as unjust food systems and economic factors, unsafe physical environments, and sources of toxic stress such as exposure to racism. With this recognition, the initiative has continued to strive to implement evidence-based/evidence-informed interventions and in 2022, the COI reorganized again to make sure community voices guided its strategies and priorities. This approach of a focus on guidance from recognized experts (e.g., American Academy of Pediatrics) in conjunction with community empowerment is reflected in the 2025 strategic plan and the action plans for each domain. Community leaders were ensured a role throughout the COI, including on the Executive Leadership Team and the Leadership Council.

Collective Impact

Creating environments that support healthy eating and active living takes many organizations and sectors working together toward shared goals. No single organization can create large-scale, lasting social change alone. With this understanding, COI partners work together with a shared view of the problem and a common vision for change.

The COI implements the five key elements of collective impact in the following manner:

- Community Aspiration
- Strategic Learning
- High-Leverage Activities
- Inclusive Community Engagement
- Containers for Change

Backbone Agency

The backbone agency, UCSD CCH, strengthens and grows the COI by:

- Providing support to all the partners
- Guiding the strategy
- Supporting aligned activities
- Communicating to the public
- Building support through partnerships
- Mobilizing funding for the initiative

This structure makes it possible to meet goals across workgroups and partner organizations.

COI Structure



The COI Year in Review

Overarching Achievements in 2025

Gave **$40,000 in mini-grant awards to 7 organizations**, including **3 schools**:

Organizations
- Around Birth
- Global Communities
- San Diego Lactation Equity Alliance
- TranscenDANCE

Schools
- Bancroft Elementary School
- Escondido Union SAFE Program
- Vista High School



Had **2 strategic planning sessions** with the Community Council, followed by COI leadership and key partners.

Wrote **7 letters of support** for organizations and municipalities whose projects align with the COI's goals, priorities, and strategies.



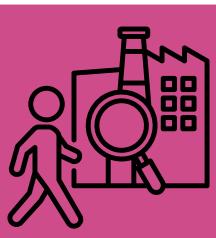
- City of Oceanside (2)
- California Association of Food Banks (1)
- SANDAG Vision Zero Action Plan (1)
- City of San Diego (1)
- SANDAG North Park/Mid-City Complete Streets (1)
- County of San Diego Health and Human Services Agency (1)



Received **additional funding** from the Office of Minority Health, Kaiser Permanente, and the American Heart Association.



Facilitated **5** presentations including tabling at the 2025 Live Well Advance.



Held a Park and Walk Audit in September 2025 covering the route from Logan Heights Community Memorial Park to Rodriguez Elementary School.



Co-designed the Request for Application (RFA) and granting process, leading to the release of the RFA to award $175,000.
- **74** grant applications received
- **Over $2.2 million** requested
- **6** applicants awarded.

(COI Community Council Next of Kin Subcommittee)

COI GOALS, PRIORITIES, AND STRATEGIES

At the March 2025 Strategic Planning retreat, two priorities and four strategies were developed to guide the COI's work over the next five years. When developing action plans, the Community Council and each domain made sure that their projects addressed at least one of the priorities and strategies below.

GOALS

1. **Healthy Food**: Increase access to healthy foods and beverages in a culturally appropriate manner.
2. **Physical Activity**: Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
3. **Healthy People in Healthy Places**: Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.
4. **Operational Excellence**: Promote operational excellence of the initiative.

PRIORITIES

1. Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces.
2. Increase access to nutritious, local food and beverages, including human milk.

STRATEGIES

1. Ensure inclusion and access.
2. Support community-driven leadership in design and delivery.
3. Advance a holistic approach.
4. Strengthen multi-sector partnerships for coordinated action.

The following pages provide an overview of the COI Community Council and each of the domains with key accomplishments.

COI COMMUNITY COUNCIL

Chairs: Bonnie Beckman, David Barber-Dunham, Maribel Arias

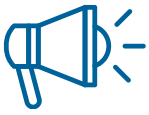
History and Purpose

The COI Community Council (CC) was launched in 2022 by the Community Domain. It was established to include community-based organizations and individuals who could bring diverse voices and center community power within the COI. The CC is made up of trusted multicultural and multiethnic leaders who share their lived experiences and community perspectives with the COI.

Purpose: To share power with COI organizational members to create a policy plan using community strengths and assets to solve systemic problems in marginalized communities.

The CC drives the priorities and strategies of the COI. Its members are integrated within all Domains as well as the Executive Leadership Team. The CC is at the center of our organizational chart because they are the decision makers and leaders, and they set the direction of the COI.

Action Plan Overview



- Mobilize parents, teachers, students, and community members to urge state legislators to support updated California K-12 Physical Education Model Content Standards.
- Secure funding and establish partnerships to sustain the Mas Fresco Plus Program beyond June 2025.
- Identify at least three parks needing improvement, conduct park audits, and gather input to advocate for improvements to one of the parks.

COI Goal Alignment



- **Goal 1:** Increase access to healthy foods and beverages in a culturally appropriate manner.
- **Goal 2:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
- **Goal 3:** Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

COI Priority Alignment



- **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared places.
- **Priority 2:** Increase access to nutritious, local food and beverages, including human milk.

COI Strategy Alignment



- **Strategy 1:** Ensure inclusion and access.
- **Strategy 2:** Support community-driven leadership in design and delivery.
- **Strategy 3:** Advance a holistic approach.
- **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

PSE Alignment



- Policy, Environment

Collaborating Groups



- Healthcare Domain, Schools & After-School Domain, Government Domain

COI Domains

Domains are made up of individuals who represent organizations and/or themselves and are working in the areas of business, community, early childhood, government, healthcare, media, and schools and after-school. Each domain workgroup focuses on projects that promote healthy environments for children and families through PSE changes to reduce and prevent childhood obesity.

BUSINESS DOMAIN

Chairs: Izzybeth Rodriguez
(*County of San Diego)*

- The Business Domain workgroup works to involve businesses in creating policies and environments that help prevent childhood obesity. In this group, partners come up with ideas to encourage businesses to support healthy eating and active living in all types of workplaces.









2025 Domain Key Accomplishments:

- Added UC Health Milk Bank information in two breastfeeding rooms in County of San Diego offices.
- Initiated development of a breastfeeding-friendly recognition program for businesses.

2026 Domain Objectives:

- Build a partnership with UC Health Milk Bank and to promote the availability of human milk donation and purchase by making UC Health Milk Bank materials available in County of San Diego lactation rooms and expanding into other county locations like libraries, etc.
- Develop and launch a Breastfeeding-Friendly Recognition Program for worksites.

Photo credit: University of California Health Milk Bank - health.universityofcalifornia.edu

COI Domains

COMMUNITY DOMAIN

Chairs: Anae Evangelista *(San Diego Hunger Coalition)*, Katie Gordon *(County of San Diego)*

- The Community Domain workgroup includes community groups, faith groups, youth groups, grassroots organizations, and public organizations that are dedicated to preventing childhood obesity. This group works to involve and empower local residents and organizations to help create healthier environments in their neighborhoods.









2025 Domain Key Accomplishments:

- Welcomed new Community Domain Co-Chair, Anae Evangelista, Community Impact Manager with the San Diego Hunger Coalition.
- Recruited and convened a selection committee for the COI Mini-Grants.
- Facilitated SUN Bucks Advocacy trainings.

2026 Domain Objectives:

- Create and participate in annual SUN Bucks awareness campaign by presenting program updates at COI meetings, promoting the program on social media, and establishing at least two “train the trainer” partnerships to support outreach.
- Highlight and elevate Community Incubator Network program to the broader COI in the first funding cycle and beyond.
- Recruit, convene, and support a Mini-Grant Selection Committee composed of Domain chairs and Leadership Council members.
- Support mini-grant awardees in presenting their work in at least one domain meeting and share at least one public-facing story.

COI Domains

EARLY CHILDHOOD DOMAIN

Chair: Dani Cruz *(YMCA Childcare Resource Service)*

- The Early Childhood Domain workgroup is made up of childcare and preschool providers and stakeholders committed to preventing and reducing childhood obesity. This workgroup helps parents, teachers, administrators, and childcare providers promote healthy nutrition and physical activity among young children.









2025 Domain Key Accomplishments:

- Organized and facilitated a training for early childcare providers in August about how to provide safe sleep and breastfeeding-friendly environments, with 50 people in attendance.
- Launched a breastfeeding-friendly recognition program for early childcare centers.

2026 Domain Objectives:

- Facilitate the Breastfeeding-Friendly San Diego Recognition Program for childcare providers and develop and implement an annual in-person and online training on safe sleep and breastfeeding-friendly practices.
- Launch an annual 5210+-based awareness campaign on safe sleep and screen time impacts, emphasizing the relationship between screen time, sleep, and the effects it has on behavior and learning in early childcare and school settings.

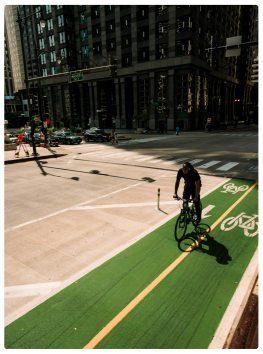
COI Domains

GOVERNMENT DOMAIN

Chairs: Alondra Estrada-Lam *(County of San Diego)*, Kristin Haukom *(Alta Planning + Design)*

- The Government Domain workgroup is made up of city, county, and tribal governments that want to create communities where healthy, active lifestyles are part of everyday life. The workgroup helps local governments make health equity an important part of all their policies and planning. It also works to involve all government agencies in creating policies and environments that help prevent childhood obesity, with a strong focus on fairness and equal access to health.









2025 Domain Key Accomplishments:

- Presented the Safe Routes to Healthy Places Work Plan to the District 11 Caltrans Bicyclist and Pedestrian Advisory Committee (BPAC) meeting.
- Worked with the County of San Diego on the AB43 rollout in the unincorporated areas of San Diego County.
- Connected the COI with the Safe and Equitable Park and Everyday Destinations (SEAPED) Coalition.
- Led and facilitated a Park and Walk Audit training in preparation for the annual All-Partner Convening.

2026 Domain Objectives:

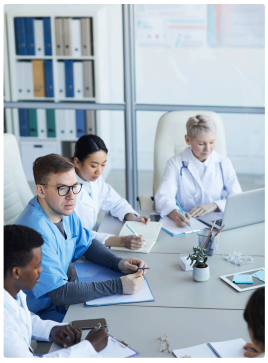
- Present on COI's park and walk audit work at conferences, meetings with legislators, or community meetings.
- Engage the County of San Diego in incorporating community-led walk and park audit findings into the Local Road Safety Plan.

COI Domains

HEALTHCARE DOMAIN

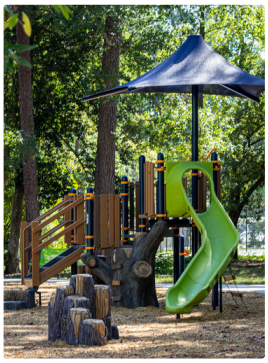
Chairs: Nazanin Abbaspour, PhD *(Family Health Centers of San Diego)*, Suzanne Afflalo, MD *(IWC Primary Care)*, Rachel Perkins *(Rady Children's Health)*

- The Healthcare Domain workgroup aims to guide healthcare systems, including health plans and providers, to use policies and environmental changes that help prevent childhood obesity. This group also provides a place for many healthcare partners to work together, such as hospitals, community clinics, insurance companies, doctors, universities, and community organizations.









2025 Domain Key Accomplishments:

- Welcomed new Domain Chair, Rachel Perkins.
- Participated in the Logan Heights park and walk audit.
- Collaborated with Rady Children's Health, UC San Diego Health, and the City of San Diego Parks and Recreation Department's Aquatics Program to promote free water competency lessons.
- Reestablished the Physician Advisory Council.

2026 Domain Objectives:

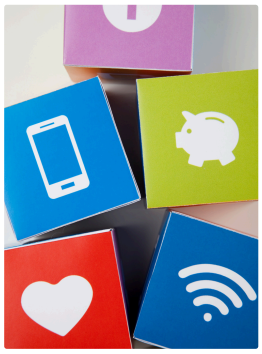
- Partner with health system providers (e.g., Rady Children's Health, Sharp, UC San Diego Health) to implement a referral system for the City of San Diego Parks and Recreation free swim competency lessons.
- Collaborate with the COI Community Council, as well as the Government and Schools and After-School Domains, to improve one park in San Diego County per year to include at least 3 family-friendly improvements (e.g., shade, lighting, updated play structures, or safer walking paths), making the space more accessible and welcoming for local families.

COI Domains

MEDIA DOMAIN

Chair: Joangrace Espiritu *(YMCA)*

- The Media Domain workgroup encourages media partners and others to look at childhood obesity in a new way, focusing on policy and environmental change. This group creates shared language that helps the COI and its partners address childhood obesity using a broad, complete approach and by highlighting strong local examples. Media partners also work together to make the COI a trusted source on childhood obesity in San Diego County and to increase community awareness of local efforts and solutions.







2025 Domain Key Accomplishments:

- Created a Media and Communications plan for the COI.
- Added Anita Lightfoot, County Communications Office, to the Media Domain workgroup to grow communications collaboration between the COI and the County of San Diego.
- Began planning for the COI's 20th anniversary as part of Media Domain meetings.

2026 Domain Objectives:

- Create a Media and Communications plan for the COI that includes a social media strategy as well as promotion and support for other COI Domains, the COI Community Council, and COI partners.
- Develop and execute a project plan for a fundraising event in celebration of the COI's 20th anniversary.



COI Domains

SCHOOLS & AFTER-SCHOOL DOMAIN

Chairs: Deirdre Kleske *(County of San Diego)*, Paige Metz *(San Diego County Office of Education)*

- The Schools & After-School Domain workgroup includes school staff, nurses, food service directors, after-school program leaders, physical activity experts, public health workers, and others who are dedicated to preventing childhood obesity. This group helps school staff, teachers, administrators, after-school program leaders, and community members promote healthy food options and more physical activity in schools, after-school programs, and neighborhoods.









2025 Domain Key Accomplishments:

- Worked with the County of San Diego to create a 2026 Proposed Legislation Sponsorship form for California K-12 Physical Education Model Content Standards update.
- Collaborated with the Early Childhood Domain to promote the link between less screen time, better sleeping, and learning.
- Connected the COI to school contacts near the Logan Heights Community Memorial Park audit.

2026 Domain Objectives:

- Increase opportunities for safe physical activity by improving the routes between K-12 schools and neighborhood parks.
- Identify and engage at least one legislative champion in San Diego County to support the alignment of California K-12 Physical Education Model Content Standards with national standards and raise awareness about this issue by developing and disseminating a set of advocacy tools, communication materials, and strategic messaging.
- Launch an annual 5210+-based awareness campaign on safe sleep and screen time impacts, emphasizing the relationship between screen time, sleep, and the effects it has on behavior and learning in early childcare and school settings.

COI Goals in Action

The following pages show the actions the COI Domains have identified to advance the four COI Goals. This grouping by goals shows the collaborative efforts of the COI Domains to achieve the goals.

1. **Healthy Food:** Increase access to healthy foods and beverages in a culturally appropriate manner.
2. **Physical Activity:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
3. **Healthy People in Healthy Places:** Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.
4. **Operational Excellence:** Promote operational excellence of the initiative.

Strategic Approach

Four key strategies emerged aligning with the fourth goal of promoting **operational excellence** of the initiative. These strategies will guide how the COI will approach its collective work over the next five years, and build upon strategies outlined in the 2025 COI Retreat.

Strategy 1. **Ensure Inclusion and Access**
Identify and address barriers to ensure equitable opportunities for all to engage in physical activity, healthy eating, and healthy places.

Strategy 2. **Support Community-Driven Leadership in Design and Delivery**
Deepen collaboration with the Community Council to ensure the COI activities and projects are community-informed, community-led, and responsive to local priorities and lived experience.

Strategy 3. **Advance a Holistic Approach**
Promote coordinated strategies that recognize and address interconnectedness of physical activity, nutrition, mental health, adverse childhood experiences, positive childhood experiences, sleep, screen time, and broader social determinants of health.

Strategy 4. **Strengthen Multi-Sector Partnerships for Coordinated Action**
Strengthen collaboration across working groups, engage new partners, and align collective efforts to amplify PSE changes that foster resilient, healthy communities.

A detailed list of 2026 Domain Objective are in the Appendix.

Goal 1: Increase access to healthy foods and beverages in a culturally appropriate manner.

2026 Domain Objectives	Alignments (Priority, Strategy, PSE)
Create and participate in annual SUN Bucks awareness campaign by presenting program updates at COI meetings, promoting the program on social media, and establishing at least two "Train- the-Trainer" partnerships to support outreach. **Lead:** Community Council **Collaborators:** Schools & After-School, Media Domains	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Policy, Environment
Secure funding and establish partnerships to sustain the Mas Fresco Plus Program beyond June 2026. **Lead:** Community Council **Collaborators:** American Heart Association, County of San Diego	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Policy, Environment
Build a partnership with UC Health Milk Bank to promote the availability of human milk donation and purchase by making UC Health Milk Bank materials available in County of San Diego lactation rooms and expanding into other County locations like libraries, etc. **Lead:** Business Domain **Collaborators:** Early Childhood Domain	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Systems, Environment
Develop and launch a Breastfeeding-Friendly San Diego Recognition Program for worksites. **Lead:** Business Domain **Collaborators:** Early Childhood Domain	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Systems, Environment

Goal 1: Increase access to healthy foods and beverages in a culturally appropriate manner.

2026 Domain Objectives	Alignments
Facilitate a Breastfeeding-Friendly San Diego Recognition Program for childcare providers and develop and implement an annual in-person and online training on safe sleep and breastfeeding-friendly practices. **Lead:** Early Childhood Domain **Collaborators:** Business Domain	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment** Systems, Environment
Highlight and elevate Community Incubator Network program to the broader COI in the first funding cycle and beyond. **Lead:** Community Domain **Collaborators:** Community Council & KIN	• **Priority 2:** Increase access to nutritious, local food and beverages, including human milk. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Systems, Environment

Goal 2: Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.

2026 Domain Objectives	Alignments
Mobilize and engage a group of parents, teachers, students, and community members to contact state legislators in support of updated California K-12 Physical Education Model Content Standards. **Lead:** Community Council **Collaborator**: Schools & After-School Domain	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment** Policy, Systems
Partner with health system providers (e.g., Rady Children's Health, Sharp, UC San Diego Health) to implement a referral system for the City of San Diego Parks and Recreation free swim competency lessons. **Lead:** Healthcare Domain **Collaborator:** Community Council	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces • **Strategy 1:** Ensure inclusion and access. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Policy, Systems

Goal 3: Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

2026 Domain Objectives	Alignments
Identify at least three parks in need of improvement, conduct park audits, and gather community input to advocate for improvements to at least one of the parks. **Lead:** Community Council **Collaborators:** Government, Healthcare, Schools & After-School Domains	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Environment
Launch an annual 5210+-based awareness campaign on safe sleep and screen time impacts emphasizing the relationship between screen time, sleep, and the effects it has on behavior and learning in early childcare and school settings. **Lead:** Early Childhood, Schools & After-School Domains	• **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Environment
Present on the COI's park and walk audit work at conferences, meetings with legislators, or community meetings. **Lead:** Government Domain **Collaborators:** Community Council, Healthcare, Schools & After-School Domains	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Policy, Systems, Environment
Engage the County of San Diego in incorporating community-led walk and park audit findings into the Local Road Safety Plan. **Lead:** Government Domain **Collaborators:** Community Council, Healthcare, Schools & After-School Domains	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 3:** Advance a holistic approach. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Policy, Systems, Environment

Goal 3: Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

2026 Domain Objectives	Alignments
Collaborate with the COI Community Council, as well as the Government and Schools and After-School Domains, to improve one park in San Diego County per year to include at least 3 family-friendly improvements (e.g., shade, lighting, updated play structures, or safer walking paths), making the space more accessible and welcoming for local families. **Lead:** Healthcare Domain **Collaborators:** Community Council, Government, Schools & After-School Domains	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Environment

Goal 4: Promote operational excellence of the Initiative.

2026 Domain Objectives	Alignments
Create a Media and Communications plan for the COI that includes a social media strategy as well as promotion and support for other COI Domains, the COI Community Council, and COI partners. **Lead:** Media Domain **Collaborators:** All Domains and Community Council	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Environment
Develop and execute a project plan for a fundraising event in celebration of COI's 20th anniversary. **Lead:** Media Domain **Collaborators:** All Domains and Community Council	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Environment

Goal 4: Promote operational excellence of the Initiative.

2026 Domain Objectives	Alignments
Recruit, convene, and support a Mini-Grant Selection Committee composed of Domain chairs and Leadership Council members. **Lead:** Community Domain **Collaborators:** Leadership Council members	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Systems
Support mini-grant awardees in presenting their work in at least one Domain meeting and share at least one public-facing story. **Lead:** Community Domain **Collaborators:** All Domains and Community Council	• **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces. • **Strategy 1:** Ensure inclusion and access. • **Strategy 2:** Support community-driven leadership in design and delivery. • **Strategy 4:** Strengthen multi-sector partnerships for coordinated action. • **PSE Alignment:** Systems

Looking Ahead

The COI is committed to continuing its work with intention, transparency, and community leadership. Key next steps include:

- **Advancing strategic priorities** through the collaborative efforts of COI workgroups, guided by Community Council priorities.
- **Developing clear workplans** within each workgroup, including aligning performance indicators to measure progress and impact.
- **Grounding efforts in evidence-based practices** to ensure effectiveness, sustainability, and alignment with proven approaches.
- **Conducting regular check-ins** with Domain workgroups, Leadership Council, and Community Council to stay aligned on shared priorities, track progress, and adapt as needed.
- **Collaborating with the County of San Diego evaluation team** to adopt a shared measurement framework that captures the collective impact of the initiative.
- **Hosting a strategic retreat in Year 3** to reflect on progress, realign strategies if needed, and determine whether updates to the five-year strategic plan are necessary.

Through this community-driven, data-informed approach, the COI will continue building toward equity, accountability, and lasting PSE changes to reduce and prevent childhood obesity in San Diego County.

The COI will use the community-centered priorities and strategies to guide the work of the initiative over the next five years.



Acknowledgements

We would like to thank the following for helping to develop the 2025-30 Childhood Obesity Initiative (COI) Strategic Plan:

- COI partners including the Community Council, Leadership Council, Executive Leadership Team, Domain co-chairs, and Domain workgroups
- Strategic planning consultant, Iliana Soto, from Community Institute for Change
- The COI backbone team at UC San Diego, ACTRI, Center for Community Health

We thank you for your continued support in our efforts to contribute to the COI.









Appendices A - G

The following appendices detail the 2026 Domain Objectives for each COI Domain workgroup.

These include:

- 2026 Domain Objectives
- Domain Chair(s)
- COI Goal Alignment
- COI Priority Alignment
- COI Strategy Alignment
- PSE Alignment
- Collaborating Group

These objectives, organized by COI Goal, may be found in the "COI Goals in Action" section on pages 19-23.

Appendix A

Business Domain

Chairs: Izzybeth Rodriguez (County of San Diego)

Action Plan Overview

- Build a partnership with UC Health Milk Bank and to promote the availability of human milk donation and purchase by making UC Health Milk Bank materials available in County of San Diego lactation rooms and expanding into other county locations like libraries, etc.
- Develop and launch a Breastfeeding-Friendly Recognition Program for worksites.

- **COI Goal Alignment**
  - **Goal 1 - Healthy Food:** Increase access to healthy foods and beverages in a culturally appropriate manner.

- **COI Priority Alignment**
  - **Priority 2:** Increase access to nutritious, local food and beverages, including human milk.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 3:** Advance a holistic approach.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Systems and Environmental Change

- **Collaborating Group** (e.g., another domain or council)
  - Early Childhood Domain

Appendix B

Community Domain

Chairs: Anae Evangelista (San Diego Hunger Coalition), Katie Gordon (County of San Diego)

Action Plan Overview

- Create and participate in annual SUN Bucks awareness campaign by presenting program updates at COI meetings, promoting the program on social media, and establishing at least two “train the trainer” partnerships to support outreach.
- Highlight and elevate Community Incubator Network program to the broader COI in the first funding cycle and beyond.
- Recruit, convene, and support a Mini-Grant Selection Committee composed of Domain chairs and Leadership Council members.
- Support mini-grant awardees in presenting their work in at least one Domain meeting and share at least one public-facing story.

- **COI Goal Alignment**
  - **Goal 1 - Healthy Food:** Increase access to healthy foods and beverages in a culturally appropriate manner.
  - **Goal 2 - Physical Activity:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
  - **Goal 4 - Operational Excellence:** Promote operational excellence of the initiative.

- **COI Priority Alignment**
  - **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces.
  - **Priority 2:** Increase access to nutritious, local food and beverages, including human milk.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 2:** Support community-driven leadership in design and delivery.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Policy and Systems

- **Collaborating Groups** (e.g., another domain or council)
  - Community Council
  - Schools and After-School Domain

Appendix C

Early Childhood Domain

Chair: Dani Cruz (YMCA Childcare Resource Service)

Action Plan Overview

- Facilitate the Breastfeeding-Friendly San Diego Recognition Program for childcare providers and develop and implement an annual in-person and online training on safe sleep and breastfeeding-friendly practices.
- Launch an annual 5210+-based awareness campaign on safe sleep and screen time impacts emphasizing the relationship between screen time, sleep, and the effects it has on behavior and learning in early childcare and school settings.

- **COI Goal Alignment**
  - **Goal 1 - Healthy Food:** Increase access to healthy foods and beverages in a culturally appropriate manner.

- **COI Priority Alignment**
  - **Priority 2:** Increase access to nutritious, local food and beverages, including human milk.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 3:** Advance a holistic approach.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Systems and Environmental Change

- **Collaborating Groups** (e.g., another domain or council)
  - Business Domain
  - Schools and After-School Domain

Appendix D

Government Domain

Chairs: Alondra Estrada-Lam(County of San Diego), Kristin Haukom (Alta Planning + Design)

Action Plan Overview

- Present on the COI's park and walk audit work at conferences, meetings with legislators, or community meetings.
- Engage the County of San Diego in incorporating community-led walk and park audit findings into the Local Road Safety Plan.

- **COI Goal Alignment**
  - **Goal 2 - Physical Activity:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
  - **Goal 3 - Healthy People in Healthy Places:** Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

- **COI Priority Alignment**
  - **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 2:** Advance a holistic approach.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Systems and Environmental Change

- **Collaborating Groups** (e.g., another domain or council)
  - Business Domain
  - Schools and After-School Domain

Appendix E

Healthcare Domain

Chairs: Nazanine Abbaspour, PhD (Family Health Centers of San Diego), Suzanne Afflalo, MD (IWC Primary Care), Rachel Perkins (Rady Children's Health)

Action Plan Overview

- Partner with health system providers (e.g., Rady Children's Health, Sharp, UC San Diego Health) to implement a referral system for the City of San Diego Parks and Recreation free swim competency lessons.
- Collaborate with the COI Community Council, as well as the Government and Schools and After-School Domains, to improve one park in San Diego County per year to include at least 3 family-friendly improvements (e.g., shade, lighting, updated play structures, or safer walking paths), making the space more accessible and welcoming for local families.

- **COI Goal Alignment**
  - **Goal 2 - Physical Activity:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
  - **Goal 3 - Healthy People in Healthy Places:** Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

- **COI Priority Alignment**
  - **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 2:** Advance a holistic approach.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Systems and Environmental Change

- **Collaborating Groups** (e.g., another domain or council)
  - Community Council
  - Government Domain
  - Schools and After-School Domain

Appendix F

Media Domain

Chair: Joangrace Espiritu (YMCA)

Action Plan Overview

- Create a Media and Communications plan for the COI that includes a social media strategy as well as promotion and support for other COI Domains, the COI Community Council, and COI partners.
- Develop and execute a project plan for a fundraising event in celebration of the COI's 20th anniversary.

- **COI Goal Alignment**
  - **Goal 4 - Operational Excellence:** Promote operational excellence of the initiative.

- **COI Priority Alignment**

- **COI Strategy Alignment**
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Non-applicable

- **Collaborating Groups** (e.g., another domain or council)
  - All Domains
  - Community Council

Appendix G

Schools and After-School Domain

Chairs: Deirdre Kleske (County of San Diego), Page Metz (San Diego Office of Education)

Action Plan Overview

- Increase opportunities for safe physical activity by improving the routes between K-12 schools and neighborhood parks.
- Identify and engage at least one legislative champion in San Diego County to support the alignment of California K-12 Physical Education Model Content Standards with national standards and raise awareness about this issue by developing and disseminating a set of advocacy tools, communication materials, and strategic messaging.
- Launch an annual 5210+-based awareness campaign on safe sleep and screen time impacts, emphasizing the relationship between screen time, sleep, and the effects it has on behavior and learning in early childcare and school settings.

- **COI Goal Alignment**
  - **Goal 2 - Physical Activity:** Increase opportunities for safe physical activity in an inclusive and culturally appropriate manner.
  - **Goal 3 - Healthy People in Healthy Places:** Create and improve social, economic, service, institutional, and built environments that support healthy eating and active living.

- **COI Priority Alignment**
  - **Priority 1:** Advance improvements of community infrastructure such as streets, parks, schools, and shared spaces.

- **COI Strategy Alignment**
  - **Strategy 1:** Ensure inclusion and access.
  - **Strategy 2:** Support community-driven leadership in design and delivery.
  - **Strategy 3:** Advance a holistic approach.
  - **Strategy 4:** Strengthen multi-sector partnerships for coordinated action.

- **PSE Alignment**
  - Policy, Systems, and Environmental Change

- **Collaborating Groups** (e.g., another domain or council)
  - Community Council
  - Government Domain
  - Healthcare Domain
  - Early Childhood Domain

Connect

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COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL SAN DIEGO

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE
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Facilitated by the UC San Diego Center for Community Health

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