



Community Action Plan (CAP) 3.0 Strategy Summary

Business

1. **Environmental Strategy #1:** Work with at least 2 small grocery or convenience store owners to apply to the California FreshWorks Fund for store conversion to increase access and availability of healthy foods by making necessary upgrades in equipment, allocation of additional square footage, and/or in-store promotion.
2. **Environmental Strategy #2:** Work with local restaurants to incorporate healthy menu items for adults and children.
3. **Policy Strategy:** Develop city policy to encourage businesses to implement healthy menu options (e.g., see proposed City healthy vending options policy).
4. **Promotional Strategy:** Use local, in-store, and restaurant promotions to publicize availability of fresh affordable produce in local stores and healthy menu items at local restaurants; tie promotional activities to 5-2-1-0 campaign and overarching communications campaign.
 - #1: Recognition - Use a HEAL Zone “seal of approval” to recognize local store and restaurant owner efforts to making Lemon Grove a healthier community.
 - #2: Publicity - Leverage the HEAL Zone “seal of approval” to drive customers to businesses offering healthy options.

Community Resident Engagement

1. **Environmental Strategy:** Conduct 6 community improvement/advocacy projects related to HEAL Zone strategies that change the neighborhood environment to support healthy eating and active.
 - Each calendar year, each trained community adult and youth resident group will apply training concepts to select and implement a community improvement/advocacy project based on identified community needs (i.e., using HEAL Zone community needs assessment, PhotoVoice, and other community data sources).
2. **Policy Strategy:** Establish a Youth Council to serve in an advisory capacity to the City, implement applicable HEAL Zone strategies, advocate for healthy environmental changes within Lemon Grove and at neighboring high schools, and organize youth representatives from Lemon Grove churches
3. **Educational Strategy #1:** Engage and build the capacity of community resident to advocate for a healthy, livable Lemon Grove.
 - Implement 3 Resident Leadership Academy (RLA) trainings and 3 Youth Engagement and Action (1 training per year) for Health (YEAH!) projects
4. **Educational Strategy #2:** Create a community map delineating areas for recreation and access to healthy foods.
5. **Promotional Strategy #1:** Provide on-going and continuous scheduling, support of, and access to affordable youth/adult after-school sports and community-wide physical activity and wellness programs and services in the Wellness Hub and at other Lemon Grove locations.
 - Support programming and scheduling recreation activities throughout all Lemon Grove parks and wellness hub. Fundraise to provide scholarships for affordable recreational activities.



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6. **Promotional Strategy #2:** Create community recognition awards and promotional activities to publicly acknowledge Lemon Grove stakeholders, community members and partners for outstanding work in creating a healthier Lemon Grove and promoting 5210 messaging in their personal and/or organizational communities.

Early Childhood

1. **Environmental Strategy #1:** Improve the nutrition and physical activity environment for children ages 0-5 within the childcare setting using 5-2-1-0 health messaging to increase physical activity, increase consumption of fresh fruits and vegetables, eliminate consumption of sugar-sweetened beverages, and decreasing screen time.
2. **Environmental Strategy #2:** Implement a farm-to-preschool program in licensed center- and home-based childcare provider site to include Harvest of the Month curriculum and on-site gardens.
3. **Policy Strategy:** Assist Lemon Grove childcare providers to develop an Early Childhood Wellness Policy that promotes healthy eating and physical activity for children in Lemon Grove.
4. **Educational Strategy #1:** Educate parents on healthy food and physical activity environments consistent with 5-2-1-0 as criteria for selecting a childcare provider.
5. **Educational Strategy #2:** Lemon Grove early childcare and healthcare providers will reinforce the importance of healthy eating and physical activity environments for young children with preschool and childcare providers using 5-2-1-0 messaging.
6. **Promotional Strategy:** Formally and publically recognize childcare providers that have implemented healthy food/PA environments through the Lemon Grove HEAL Zone recognition program

Healthcare

1. **Environmental Strategy:** Implement a comprehensive healthcare provider outreach and training program in at least two community clinics, school-based clinic, and private practices that serve LG residents using strategic and key messages for promoting:
 - Healthy weight gain, physical activity, good nutrition, breastfeeding, referral to the wellness hub and other community resources that promote nutrition and offer opportunities to engage in physical activity promoting nutrition and physical activity, and addressing issues of health literacy for the patient population.
 - Consistently measure and record patient BMI and participate in the San Diego Regional Immunization Registry's BMI registry
 - Utilization of best practices, including motivational interviewing, to routinely counsel patients on healthy eating and active living
 - Provide consistent messaging to families and childcare providers regarding physical activity and healthy eating utilizing the 5-2-1-0 campaign
 - Better understand the environment and culture contributing to overweight and obesity in Lemon Grove
 - Understand and refer patients to local resources available to assist families in healthy eating and active living



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- Consistently write “green” prescriptions for healthy eating and physical activity with a focus on the facilities at the wellness hub and other Lemon Grove resources

Educational Strategy: Lemon Grove healthcare providers will reinforce the importance of healthy eating and physical activity environments and advocate for healthy eating and active living changes in the Lemon Grove community environment for young children.

2. **Promotional Strategy:** Physicians will support HEAL Zone and community resources that support healthy eating and active living.

Local Government

1. **Environmental Strategy #1:** Implement built environment changes related to nutrition/healthy food access, complete streets, bicycle and pedestrian safety, hazardous materials and contamination, air and water quality, housing quality, preventive medical care, homelessness, and violent crime.
2. **Environmental Strategy #2:** The city of Lemon Grove will ensure all vending machines on city property will meet SB 12 and SB 19 nutrition standards and offer 100% healthy food and beverage options.
3. **Policy Strategy #1:** Amend elements in the city’s General Plan as needed to ensure support and coordination with a newly created stand-alone health element linking city policy on land use and design with positive impacts on public health and wellbeing.
4. **Policy Strategy #2:** Implement citywide healthy food and vending policy at all city-sponsored meetings and events to support and enhance the Lemon Grove HEAL Zone and General Plan Health Element. The city of Lemon Grove will recommend that healthy food and physical activity options be made available at all meetings and events held on city property. The recommendations will be modeled after the *Eat Well Berkeley* healthy meeting guidelines and include adherence to basic nutrition guidelines for snacks and beverages, as well as activity breaks.
5. **Education/Promotion Strategy:** Utilize existing local media and social networking promotional and outreach sources to support changes in the general plan, publicize activities, and promote local efforts related to the proposed Wellness Hub, and other HEAL Zone project strategies. Tie efforts to the 5-2-1-0 campaign and overarching communications plan.

Schools

1. **Environmental Strategy #1:** Implement hydration stations in all Lemon Grove schools to provide all Lemon Grove schools with water stations so that children have access to clean, free drinking water per SB 1413.
2. **Environmental Strategy #2:** In collaboration with community partners, implement a volunteer program designed to enhance before- and after-school physical activities for students in all Lemon Grove schools to increase opportunities for physical activity both before and after school for children in all Lemon Grove schools.
3. **Policy Strategy:** Amend existing school district wellness policy to strengthen nutritional and physical activity environment for students and staff and increasing water consumption.



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4. **Educational Strategy #1:** Implement parent engagement trainings using California Project LEAN’s “Parents in Action: Guide to Engaging Parents in Local School Wellness Policy” and 5210 messaging so parents better understand their role in supporting and advocating for comprehensive school wellness policies.
5. **Educational Strategy #2:** Implement a worksite wellness program for LGSD employees to encourage healthy eating and active living and to role model these behaviors for children in school and encourage staff to utilize hydration stations to increase consumption of water during schools hours.
6. **Educational Strategy #3:** Implement 3 training sessions (1 training per school year) at LGSD central kitchen (located in wellness hub) with LGSD food services staff designed to increase their skills and ability to incorporate more produce and less processed foods into school meals and snacks.
7. **Promotional Strategy:** Promote and advertise healthy eating/active living and Lemon Grove HEAL Zone events and activities using 5-2-1-0 messaging.
8. **Educational Strategy #4:** Implement Kaiser Permanente’s Educational Theatre: “Amazing Food Detective” presentations at all Lemon Grove schools.

Wellness Hub

1. **Environmental Strategy:** Create a wellness hub to bring together all the elements of healthy living in a centralized location to provide access to physical activity and healthy foods for the entire community in a safe environment.
 - Efficiently use existing resources to begin utilizing the space in and around the proposed Wellness Hub site for community physical activity (i.e., begin a Walk Block around the perimeter of the proposed wellness hub) and open all existing resources for community access to physical activity (e.g., softball field, tennis courts, basketball courts, gymnasium) during hours when they are not being used by the school or others.
 - Improve infrastructure and facilities at the wellness hub location through installation of lighting, water fountains, walking track improvements, signage, bike paths, and seating areas so that a safe and inviting area for physical activity is available to all community residents.
2. **Policy Strategy #1:** Implement a robust Joint Use Agreement between the Lemon Grove School District and the City of Lemon Grove to allow for improved community access and use of school facilities and fields, including the wellness hub as well as city-owned property.
3. **Policy Strategy #2:** Leverage proposed healthy food and vending policies (i.e., Local Government sector policy strategy) to develop complementary school district and city policies that allow only “healthy” food options to be sold through vending machines, on-site sales or concessions within the wellness hub area.
4. **Promotional Strategy #1:** Promote programs, opportunities, events and activities at the wellness hub through multi-sectoral outreach and promotion by all project partners.
 - #1: Work with the proposed Recreation Council (e.g., “Friends of the Park”) and/or other community-based organizations to coordinate and schedule regular community events at the wellness hub
 - #2: Promote and advertise healthy eating/active living and Lemon Grove HEAL Zone events and activities using 5-2-1-0 messaging and physical activity opportunities at the wellness hub.