



# BUSINESS DOMAIN

## ABOUT THE BUSINESS DOMAIN

San Diego County has a unique and thriving business community. San Diego County is home to a large defense industry, a major leisure and business destination, and a recognized leader in higher education and technology. Its large concentration of small businesses sets San Diego apart from other major metropolitan areas.

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 technology, tourism, retail, hospitality, and agriculture.

The vibrant diversity of San Diego County's business environment requires the San Diego County Childhood Obesity Initiative (COI) to take a unique approach when working with the business domain. Rather than convening regular workgroup meetings, the business domain engages freely in multiple COI domains and activities where tangible business opportunities can be found. Factors such as business size, location, and type of industry influence how and to what degree a business might be engaged with COI. COI staff and partners work with the business domain to:

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

## DOMAIN CHAMPIONS

Currently open

## DOMAIN STRATEGIES

The following is a partial list of strategies that businesses can implement to prevent childhood obesity. A complete list of strategies can be located in the [\*\*Call to Action: Childhood Obesity Action Plan\*\*](#).

- Create a culture of health by developing and implementing comprehensive worksite wellness policies that integrate health promotion, occupational health, and well-being.
- Adopt business practices that contribute to the health of the local economy, environment, and community.
- Promote breastfeeding as the healthiest first food by implementing workplace lactation policies that provide safe, private, and clean breastfeeding accommodations.
- Make healthy, sustainable food easily accessible to all consumers.
- Support and incentivize active transport to the workplace (e.g., fare share, public transportation vouchers, etc.).

## DOMAIN ACCOMPLISHMENTS

- Surveyed 42 San Diego County school districts, representing 100% of all school meals served in the county, to gather farm to school data and provide market information to growers and distributors interested in school food services; published results in the second annual *State of Farm to School in San Diego County Report*.
- Conducted the Second Annual *Let's Go Local!* Produce Showcase on Food Day, October 24, 2014. Over 220 buyers attended, representing San Diego and Orange County school districts, hospitals, universities, preschools, and restaurants. Vendors included 36 growers, 9 distributors and 43 non-profit and government partners. Survey results from 2014 attendees showed that one in four vendors gained new clients or sales as a result of attending *Let's Go Local!* Results also highlighted that a large majority of participants increased their knowledge of farm to school opportunities for their respective business or product.
- Provided marketing and publicity support to the sixth annual Halloween Candy Buy Back program, which engaged 31 healthcare providers, dentists, and local businesses to "buy back" nearly five tons of candy.

## OBESITY PREVENTION ACTIVITIES FOR CHILDREN AGES 0-5

- Conducted the "*Let's Go Local!*" Produce Showcase, attended by 31 school districts and more than 40 vendors designed to connect school food service employees with local produce growers and distributors.

- Promoted the Halloween Candy Buy Back program with healthcare providers and businesses serving the 0-5 population and families of children ages 0-5.

### COI STAFF CONTACTS

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