



HEALTHCARE DOMAIN

ABOUT THE HEALTHCARE DOMAIN

The healthcare domain plays an important role in preventing and treating childhood obesity by engaging patients in healthy behavior change, advocating for healthy community environments, mitigating the impacts of social determinants of health, promoting wellness in healthcare environments, and coordinating resources across healthcare systems and the community through evidence-based and promising practices. The healthcare domain includes healthcare professionals, paraprofessionals, community health workers, patients, patient advocates, and other stakeholders from hospitals, medical groups, public health, community health centers, and health plans.

ABOUT THE COI HEALTHCARE WORKGROUP

The COI Healthcare Workgroup is comprised of healthcare stakeholders and advocates who support healthy eating and active living. Partners participating in the COI's Healthcare Workgroup conduct the following activities to support the stated strategies:

- 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.
- 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.

Workgroup meetings are held regularly. For more information on attending these meetings, please contact the San Diego County Childhood Obesity Initiative at 858.609.7964 or [email](#).

Visit the San Diego County Childhood Obesity Initiative [Calendar](#) for a complete schedule of upcoming meetings.

DOMAIN CHAMPIONS

James Beaubeaux, San Diego County Medical Society
Cheri Fidler, Rady Children's Hospital
Natalie Muth, MD, Children's Primary Care Medical Group

DOMAIN STRATEGIES

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

- Include culturally appropriate childhood obesity prevention in routine clinical practice through screening, counseling, and referrals, taking into account patients' readiness to change.
- Promote breastfeeding as the healthiest first food and provide lactation support to pregnant women and mothers.
- Participate in community, county, state, and national surveillance efforts to measure BMI prevalence.
- Provide pregnant women and their families with healthy weight gain and other obesity prevention messaging as part of routine clinical practice.
- Model healthy eating and active living in all healthcare settings.

DOMAIN ACCOMPLISHMENTS

- Facilitated the Nutrition in Healthcare Leadership Team (NHLT), a consortium representing 22 area hospitals working to advance healthful, sustainable food and beverage practices in healthcare. The NHLT convened a total of 10 times during the year and worked to engage medical institutions in adopting healthy beverage and vending standards that were jointly developed in line with the COI over-arching strategy of limiting consumption of and access to sugar-sweetened beverages.
- Worked with NHLT members to explore sourcing antibiotic-free meats and group purchasing for hospital food service. As a result of the efforts two major healthcare systems began purchasing antibiotic-free poultry, with more to follow.
- Facilitated a provider training for breastfeeding best practices hosted by the American Red Cross WIC at a pediatric practice in Lemon Grove to ensure consistent messaging for pregnant women and new mothers.
- As part of CHIP's REACH Chula Vista project, Scripps Health worked with San Ysidro Health Center's Chula Vista Medical Plaza (CVMP) to create a lactation room for breastfeeding mothers that will provide access for both staff and patients. In May 2015 a training was conducted at CVMP to engage all clinic staff in creating a friendlier breastfeeding environment. The focus

of the training was to educate staff on the simple steps that can be taken across various staff teams (i.e., registration, front desk, medical assistants, CPSP workers and physicians/providers) to ensure CVMP patients and staff know that breastfeeding is not only encouraged but supported.

- COI Leadership Council co-chair Dr. Christine Wood facilitated dissemination of consistent 5-2-1-0 messaging at the American Academy of Pediatrics 17th Annual School Health Conference attended by hundreds of practitioners from across the country.
- Further refined data tools to facilitate BMI registry and electronic health record data use as a surveillance mechanism for tracking prevalence of childhood obesity.

OBESITY PREVENTION ACTIVITIES FOR CHILDREN AGES 0-5

- Promoted healthy, sustainable food practices in hospitals.
- Supported the marketing of 211's physical activity and nutrition database as a free referral resource for use by healthcare providers and parents.
- Facilitated provider training on breastfeeding best practices.

COI STAFF CONTACTS

Cheryl Moder, Vice President, Collective Impact, 858.609.7961, [email](#)

Stan Miller, Senior Director, San Diego County Childhood Obesity Initiative, 858.609.7984, [email](#)

Colin Cureton, Director, Food Systems, 858.609.7962, [email](#)

Nina Ghatan, Program Assistant, San Diego County Childhood Obesity Initiative, 858.609.7964, [email](#)



Working Together to Shape a Healthy Future
Facilitated by Community Health Improvement Partners

To learn more, please visit www.OurCommunityOurKids.org.

Core funding provided in part by:



Facilitated by: