

2014-2015 ACTIVITIES AND ACCOMPLISHMENTS

The San Diego County Childhood Obesity Initiative (Initiative), facilitated by Community Health Improvement Partners (CHIP), has become recognized nationally as a model public-private partnership focused on obesity prevention. From 2005-2010, the collective efforts of the Initiative's over 200 partners contributed to a 3.7% decrease in childhood obesity rates in San Diego County at a time when many California counties saw increases. Below is a partial list of our recent collective activities and accomplishments to help shape a healthier future.

DOMAIN ACCOMPLISHMENTS

The **GOVERNMENT DOMAIN** engages government entities to incorporate health into all policies. Recent activities include:

- Supported local municipalities to adopt municipal general plans and regulations that support health.
- Facilitated Elected Officials' Breakfast: A Discussion about Safe Routes to School was held on Friday, September 19, 2014 in collaboration with HHSA. Over 60 individuals attended the event, including elected officials and/or representatives from County Board of Supervisors; Cities of Coronado, Lemon Grove, Oceanside, Chula Vista; Senator Barbara Boxer's office; CA Speaker Toni Atkins' office; and several school boards including San Ysidro, Vista, Alpine, Lakeside. The keynote speaker was Mark Fenton and panelists included Lemon Grove City Manager Graham Mitchell, Brian Gaze of Circulate San Diego, and Michelle Lieberman of the Safe Routes to School National Partnership.
- Conducted a policy scan of San Diego County municipal governments, compiling a listing of policies, regulations, and codes relating to the built environment and safe access to healthy places or healthy food environments.

The **HEALTHCARE DOMAIN** engages healthcare stakeholders to support and advocate for healthy systems, policies, and environmental changes. Recent activities include:

- 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.
- With partners from American Red Cross WIC program and Scripps Health, facilitated trainings for healthcare providers and staff members to ensure consistent messaging and enhance breastfeeding environments for pregnant women and new mothers.

The **SCHOOLS AND AFTER-SCHOOL DOMAIN** supports school staff, teachers, administrators, and community residents in promoting nutrition and physical activity opportunities in schools and neighborhoods. Recent activities include:

- Created a district representative training program to train volunteers to provide technical assistance to school districts on local school wellness policies.
 - Identified and assigned 16 San Diego County Childhood Obesity Initiative partners to districts across San Diego County.
 - Updated the school wellness policy clearinghouse with current wellness policies from 40 San Diego County school districts including example policy language in 23 categories.
- Developed and conducted four train-the-trainer sessions in English and Spanish focused on reducing access to sugar-sweetened beverages and promoting water, using California Project LEAN's Parent Engagement Training; attended by 62 community members.
- Facilitated the San Diego County Farm to School Taskforce- comprised of more than 40 members, including more than half of San Diego County's 42 school districts, two regional distributors, and four local farms- to increase consumption of local, healthful, seasonal foods, and improve food literacy in San Diego County school districts.
- Hosted a USDA Procurement Training for school districts on incorporating preference for local foods in competitive produce solicitations. The training was attended by over 30 people representing over 15 SD County school districts.
- Worked one-on-one with two school districts to successfully incorporate language giving preference to high quality, nutritious, local produce in the districts' competitive produce solicitations.
- Released the 2014 *State of Farm to School in San Diego County Report* and 2013-2014 Farm to School District Profiles for all San Diego County school districts, which summarize each district's farm to school activities, food service capacity, and more.
- Conducted two surveys important for advancing farm to institution work in San Diego County:
 - Projected demand for local food and 2015-2016 Harvest of the Month produce items in particular amongst SD County schools. Schools will purchase a projected \$12M in produce in 2015-2016, which will include roughly \$5.8M of regional (California-grown) produce and \$1.2M of local (SD County-grown) produce.
 - A 6-month follow-up survey on the impact of the 2014 *Let's Go Local!* Produce Showcase found that over 20% of attending sellers (growers and distributors) developed new business relationships with clients met at the Showcase. Other positive impacts included an increase in knowledge of F2S opportunities, distributors now highlighting and/or labeling locally-grown products, and increasing sales of local food to existing clients.

The **EARLY CHILDHOOD DOMAIN** supports parents, teachers, and childcare providers in promoting nutrition and physical activity among young children. Recent activities include:



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- Partnered with the YMCA Child Care Resource Center to develop and administer a breastfeeding survey to 4,571 child care providers to assess common practices.
- Created a Wellness Champion designation that family child care homes and centers can receive upon meeting certain criteria related to nutrition and physical activity. To date, 45 family child care homes and centers have received the designation.
- Provided comments on the USDA's Food and Nutrition Services proposed meal pattern, which would better align the meal pattern with the 2010 Dietary Guidelines for Americans, by requiring more whole grains, a greater variety of fruits and vegetables, and less sugar and fat.

The **COMMUNITY DOMAIN** enlists and empowers community organizations and residents to create healthier environments in their neighborhoods. Recent activities include:

- Investigated available assessment tools to measure past and present community engagement efforts in San Diego County.
- Developed a list of technical assistance needs that would benefit community engagement projects in addressing policy, systems, and environmental changes that would improve access to healthy food or safe access to physical activity opportunities.
- Developed and piloted a GIS mapping tool to be used in assessing the status of and creating a peer-to-peer network for ongoing community engagement efforts across San Diego County.

The **MEDIA DOMAIN** provides ongoing outreach efforts about policy and environmental change as they relate to childhood obesity and building healthier communities. Recent activities include:

- Created a general 5-2-1-0 PowerPoint presentation available to all San Diego County Childhood Obesity Initiative partners; disseminated over 12,500 5-2-1-0 outreach materials throughout San Diego County and thousands more via COI partners.
- Connected with and promoted partners' efforts and communicated breaking public health news through social media, including Facebook, Twitter, and YouTube. Since their launch, the San Diego County Childhood Obesity Initiative's social media accounts have amassed more than 1,157 followers.
- Engaged domain champions in a storytelling train-the-trainer session to further support efforts to promote San Diego County Childhood Obesity efforts.

The **BUSINESS DOMAIN** inspires the San Diego business community to provide opportunities for a healthier workplace, workforce, and community. Recent activities include:

- 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.

PROJECT ACCOMPLISHMENTS

Organizational Development

- Completed and implemented re-designed domain workplans, enabling improved tracking of progress toward domain objectives.
- Facilitated a strategic planning retreat resulting in key strategies in four operational infrastructure areas: (1) Demonstrated Impact/Evaluation; (2) Financial Stability; (3) Infrastructure & Partnerships; and (4) Identity and Marketing.
- Facilitated domain workgroups to share best practices, develop partnerships, and leverage resources to create healthier environments within domains and the community at large. Built partnerships with more than 200 public and private agencies and individuals.
- Updated and expanded the San Diego County Childhood Obesity Initiative's *Call to Action: Childhood Obesity Action Plan*.

Policy Development & Environmental Change

- CHIP facilitated two place-based initiatives focused on improving healthy food and physical activity environments:
 - The Healthy Eating Active Living (HEAL) Zone project in Lemon Grove, CA empowers residents to lead healthier lives through environmental changes that are sustained by policies and enhanced by education and promotion. The Lemon Grove HEAL Zone works with schools, city government, childcare providers, healthcare providers, and residents to create a healthier community.
 - The Racial and Ethnic Approaches to Community Health (REACH) project in Chula Vista, CA works with schools, healthcare providers, childcare providers, and city government to reduce health disparities among Latinos.