



## San Diego County Childhood Obesity Initiative Joint Community and Government Domain Minutes August 13, 2015

Attendees: Anita Walia, Blanca Melendrez, Carla Chamberlain, Clarence Henderson III, Erica Phung, Hugo Salgado, Janet Castanos, Katie Judd, Lynda Barbour, Maya Rosas, Nina Ghatan, Stan Miller, and Tina Zenzola.

- I. Welcome and introductions led by Stan Miller
- II. Domain workplan progress update
  - a. Municipal Profiles- the draft municipal profile was reviewed and key recommendations included:
    - i. Providing a narrative at the top describing the role of government and the use of the document by community residents.
    - ii. Including BMI data with youth obesity rates at the top
    - iii. Adding resources for getting engaged (link to community domain map)
    - iv. Outlining next steps
    - v. Testing the tool with a RLA group
  - b. Legislative Breakfast Planning
    - i. 11/13 the COI and CHIP are hosting a Sugar-Sweetened Beverage (SSB) Forum to educate attendees on the physiological impact of SSB consumption, policy initiatives to reduce SSB consumption, impact of the recent soda taxes in Mexico and Berkeley, and the economic impact of soda taxes and the return on investment.
    - ii. Binational Consortium and Voices for Healthy Kids may be able to cover some of the expenses.
  - c. Community Engagement Mapping Project- the purpose of the mapping project is to act as a resource for community groups where they can make peer-to-peer connections and help connect community residents who are interested in advocacy.
    - i. The workgroup discussed expanding the reach to PTAs, Environmental Health Coalition, Mid-City CAN, City Heights CDC, IRC, CDC REACH recipients, Project International, Live Well regional teams, AIS, California Endowment, and Casa Familiar.
    - ii. COI interns will prepopulate information and send it to advocacy groups for review.

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- III. Walk Scorecard- is developed by Circulate San Diego every two years to rank the walkability of cities and the county and will be released October 31, 2015.
  - a. The scores are a reflection of policies, implementation, feedback from the BestWalk app, and rates of walking and collisions.
  - b. Circulate developed the BestWalk app to allow community members to complete a walk audit and rate the walkability of streets in our region (excludes unincorporated areas).
  - c. Individuals that rate 100 streets or more will be recognized in the Walk Scorecard.
  - d. **Maya agreed to forward Nina sample social media posts and information to share broadly with our partners; Circulate will be invited to present at the September Leadership Council meeting.**
  
- IV. Announcements:
  - a. 10/8 at 6:30pm Gil Penalosa and his 8-80 Cities organization will present on his work to design cities for people of all ages and generations, the event will be held at the Central Library, tickets are \$10.

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