



COI Leadership Council Meeting Minutes 2-8-16

Attendees: Aliah Brozowski, Blanca Melendrez, Cheryl Moder, Colin Cureton, Dan Fesperman, Dean Sidelinger, Debbie Macdonald, Deirdre Kleske, Howard Taras, Kathleen Merchant, Katie Judd, Kim McDougal, Kristine Smith, Maggie Santibanez, Natalie Muth, Nina Ghatan, Patricia Cantrell, Phyllis Hartigan, Stan Miller, Tina Zenzola, and Wilma Wooten.

I. Welcome and Introductions

- a. Natalie led introductions.

II. Review of Minutes

- a. Wilma motioned to approve the minutes, Debbie second, the minutes were approved as written.

III. Presentation: Community Mapping Project- Katie Judd

- a. Community engagement mapping project was developed to create a central location to map information about community advocacy groups and to help facilitate peer to peer support.
- b. The map has been shared with the RLA council, and will be linked on COI and County websites.
- c. Feedback from the Leadership Council included:
 - i. Add language such as, "Add your project to this list" with a link to Survey Monkey (on COI and County websites), to easily allow community groups to get added to the list.
 - ii. Notify cities and SANDAG of this resource
 - iii. Link the map on the 2-1-1 resource page
 - iv. Follow up with the Environmental Health Coalition about adding their groups to the map
 - v. If possible, move the introduction and map goals to the top
 - vi. Work with the media domain to develop community engagement group success stories and feature them on their designated pages.
 - vii. Add headers to the top of the page to help with navigation
 - viii. Brainstorm a new title, such as Community Health Advocates or Residents Organizing for Community Change

IV. Domain Workplan Updates

- a. Early Childhood Domain-Kim McDougal
 - i. Wellness Champions project is for childcare providers that meet at least 80% of the criteria listed in the checklist.

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1. Currently have 113 champions in San Diego County (includes homes and centers)
 2. Average pre-score was 74% and post-score was 95%
 3. 1200 referrals have been sent to the champion sites in about one month.
 4. Sustainability Plan includes providers paying a small fee then YMCA health educators complete a site inspection and provide technical assistance, if needed.
 5. In collaboration with REACH Chula Vista, they are developing a survey to determine the extent to which wellness impacted their decision to select a champion provider.
 6. The project currently doesn't follow up with participants who didn't select a Wellness Champion, but a follow up question could be added to the YMCA CRS referral line.
 7. Biggest barrier right now for providers is the screen-time requirement.
 8. The Wellness Champion program is receiving national attention and was recently featured as a CDC success story.
- ii. Healthy Eating and Physical Activity Trainings
1. For Childcare Providers- workgroup developed a survey to better understand the types of continuing education opportunities for childcare providers, specifically around healthy eating and physical activity. The survey will be distributed within the next couple weeks and will help us determine gaps in offerings.
 2. Higher Education Taskforce- completed a scan of current program offerings. They are in the process of developing curriculum recommendations and creating a toolkit for higher ed. institutions to incorporate in current curricula.
- iii. We have met our goal of increasing the number of agencies participating in domain by 15, (including presenters and partners).
1. A recommendation was to connect with the San Diego County Medical Society Foundation, they have capacity to send providers to sites and give presentations in the community. Barbara Mandel is the contact person.
- b. Media Domain

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- i. Media Relations Policy was recently updated to include revised language about the COI and removal of a communications manager.
 - 1. **The Council reviewed the new policy and recommended, removing “by email” and adding “in advance to” and extending the sunset date to 2019.**
 - 2. Tina motioned to approve the revised policy with the recommended revisions, Debbie second. All were in favor, motion passed.
- ii. Newsletter
 - 1. The domain is working to revise the format of the newsletter to give it a cleaner look.
 - a. Future content will include: funder highlights, grant writing tips and best practices, and toolkits (such as storytelling).
 - b. We’ve discussed adding a collaborative corner where partners can post needs and opportunities and developing a Google calendar where partners can add upcoming events.
 - c. The new format will also include a message from the director highlighting new content.
 - d. Recommendations from the Council included reminding partners COI can provide technical assistance with grant proposals and announcing new resources available on the COI website.

V. Funding updates- Dan Fesperman

- a. Ashley Lane Fitness is looking to support COI through a raffle at her new fitness center, where she will donate 100% of proceeds to the COI. She’s interested in opening the facility to low-income families and giving back to the community.
 - i. We are unsure if she has special event insurance coverage; Council recommended developing a one pager with questions to ask organizations interested in partnering on future events such as if they have event insurance and their anticipated income, etc.
 - ii. Kim motioned to approve, Kathleen second, all in favor, motion passed.
- b. RWJF Culture of Health Prize- We have been invited to participate in phase two of the application process, which is due January 25.

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- i. The application highlights work throughout the county, including Lemon Grove HEAL Zone, CPPW, CTG, Promise Neighborhoods, Independent Living Association, CHIP's Food Systems work, and the Wellness Champion Program.
- ii. A four minute video was also required.
- iii. City of Chula Vista was also selected for Phase 2; we were provided the opportunity to combine the applications, but after an in depth discussion a decision was made to apply separately.
- iv. We supported the City of Chula Vista on their application.
- v. If we are selected for phase three, we plan to host a key stakeholder meeting, dinner, and community meetings with partners.
- vi. The prize will be awarded later this year.

VI. Legislation- Dan Fesperman

- a. SB 203- SSB Safety Warning Act would require warning labels on SSBs; this measure did not pass in 2015 while 4/5 Californians support it.
- b. Urban Agriculture Incentive Zones- was approved unanimously by the County Board of Supervisors. This measure allows undeveloped land to be used for urban farming and will be assessed at lower tax rate.
 - i. 2/24 Food Systems Alliance is hosting a training on this topic, register on their website.
 - ii. The City of San Diego also passed a similar ordinance.

VII. Updates:

- a. REACH Chula Vista- Stan Miller
 - i. City adopted the Healthy Chula vista Action Plan and they plan to appoint a nine member health commission by April 14.
 - ii. During a call with the CDC project officer, we were assured year three funding.
 - iii. A site visit will be conducted the second week in April; we plan to invite CDC staff to the LC meeting.
 - iv. Chula Vista Elementary School District strengthening their wellness policy by including language about preschools and plan to better communicate the policy with parents.
 - v. Sweetwater is also in the process of revising their wellness policy.
- b. Food Systems- Colin Cureton
 - vi. Farm to School Taskforce and the Nutrition in Healthcare Leadership Team met in January to review their strategic plans.

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- vii. Currently 40 of 42 districts have responded to the farm to school survey; findings will be included in the State of Farm to School report.
- viii. 3/16 and 3/17 Center for Ecoliteracy will be hosting two events to highlight California Thursdays. They are partnering with CHIP to expand California Thursdays from 5-13 districts, and would include 60% of students in San Diego County. 3/16 is a lunch at Waterfront Park and 3/17 is the Day of Action at each district.
- c. Healthy Works- Tina Zenzola
 - i. CDC Prevention Grant established a diabetes prevention workgroup and the first DPP site is in Southeast San Diego.
 - ii. USDA SNAP-Ed funding supported the City of San Marcos in developing a Safe Routes to School Plan.
 - 1. This year, we will be working with City of El Cajon and Cx3 participants to develop an active transportation plan, which will help them leverage funding.
 - iii. NEOPB three-year plan includes working with cities on infrastructure improvement, and policies/plans that support active transportation.
- d. 2-1-1 Project- Cheryl Moder
 - a. Clinician to Community Integration for Wellbeing Project is a proposed pilot in partnership with Rady's, UCSD, ACE, CHIP, COI, 2-1-1, County HHS, San Diego Hunger Coalition, and CPCMG.
 - b. Two sites have not yet been selected, but they will likely be CPCMG.
 - c. Target population is families with children ages 2-12 with BMI at and above 85%.
 - d. Once parent consent is provided, 2-1-1 staff (trained on motivational interviewing through ACE) will contact parents and conduct a 5-2-1-0 health and social service assessment and support families with goal setting.
 - e. UCSD will provide evaluation support.
 - f. A project concept paper was submitted to ACE because they are interested in funding a portion of this project, we will likely need to find additional funding to support the project.
 - g. Kay Rhee submitted an application to the CDC on a similar project, so this may be another opportunity.
 - h. Clinicians will have the opportunity to provide feedback on their satisfaction with the project.

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- VIII. Reminder: Please complete the Leadership Council Survey**
- IX. Reminder: Strategic Planning Retreat** is March 4, 2016 at the San Diego Yacht Club, dress casually and comfortably.

Meeting adjourned at 12:30p.m.

Next Leadership Council Meeting: April 11, 2016
County of San Diego HHS
3851 Rosecrans Street, DOC Room, San Diego, CA 92110

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