

2015 HEALTHCARE DOMAIN WORKPLAN

Vision: We envision healthy kids and healthy options for all families no matter where they live work, play, or go to school.

Mission: The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

| Measurable Outcome   | Goal  | AP Strategy   | Key Indicator  | Objective  | Activity   | Activity Lead   | Action Steps   | Responsible  | Timeline   | Status Update   |  |   |  |            |   |
|--|---|---|--|--|--|---|--|--|--|---|--|---|--|------------|---|
| Reduce prevalence of childhood obesity as measured by a % reduction in BMI among ...                         | <br><br> | H5, H6, H8  | TBD  | 1) Disseminate consistent obesity prevention messaging to 300 providers over three years.    | 1) Identify key obesity prevention messages that should be promoted with San Diego County providers. | CHIP  | 1) Identify and review commonly used obesity prevention messaging campaigns (e.g., 5210, Live Well, Rethink Your Drink, breastfeeding promotion) in San Diego County- April, CHIP, County HHS, WIC, Rady Children's Hospital | CHIP, County HHS, WIC, Rady Children's   | 5/31/2015  | Completed - 5.2.1.0 messaging revised and milk message was removed from general messages but included on the Zero sugary drinks one pager. Approved by Leadership Council.  |  |   |  |            |   |
|  |   |   |  |  |  |   | 2) Prioritize obesity prevention messaging campaigns for use and any necessary modifications (Exmp. Modify 5210 messaging to include breastfeeding message)  | CHIP, Workgroup  | 7/31/2015  | 3/31/2016: Linda Radecki from Radecki Research has volunteered her services to complete the focus groups with OB/GYNs to identify prenatal messaging and needs. Various workgroup partners have volunteered to check for a location for the event and funding to provide food.<br><br>9/30/15 - 5.2.1.0 messaging has been adopted by the AAP and is currently used by CPCMG Network and Palomar Health. Sharp is in the process of co-branding materials. WIC is unable to use the messaging due to funding restrictions. Multiple versions of Rethink your drink now exist with re-branding in several areas. 7/15 Workgroup suggested convening a focus group to address prenatal messaging campaign (which currently does not exist) and later an educational forum for OB/GYNs, pediatricians, dental society to get feedback on beneficial messaging. - Target Spring 2016. |  |   |  |            |   |
|  |   |   |  |  |  |   | 3) Streamline messages into consistent obesity prevention message and/or obesity prevention messaging package  | CHIP, Workgroup  | 6/30/2016  | 3/31/2016: No update. Will work with media domain representatives after the OB/GYN/Pediatrician/Dental Society meeting to develop core messages. - extended timeline to allow additional input.   |  |   |  |            |   |
|  |   |   |  |  |  | 2) Identify key providers (e.g., safety net, OBGYN) to receive obesity prevention messaging campaign materials  | SDCMS  | 1) Identify providers that most frequently interact with the 0-5 population  | San Diego County Medical Society, WIC, Rady Children's, County HHS, AAP, AAPF  | 5/31/2016   | 3/31/2016: The workgroup has decided to do a focus group with OB/GYNs prior to a joint meeting. Planning for the focus groups are under way. Completion date has been extended to reflect reality.<br><br>12/31/2015 - Planning a joint convening of OB/GYN and pediatricians. Suggested inviting Yvette LaCoursiere to present to the workgroup on challenges and |   |  |            |   |
|  |   |   |  |  |  |   |  | 2) Identify communication outlets that will reach a broad audience of providers  | Workgroup, AAP, SDCMS, Medical Groups, ACOG  | 6/31/2016   | 3/31/2016: Extended target completion to align with other extensions.  |   |  |            |   |
|  |   |   |  |  |  |   |  | 3) Create a database of providers and/or communication outlets for outreach  | CHIP   | 1) Identify key obesity prevention message(s) that should be tracked  | Workgroup  | 6/31/2016   | Extended target completion to align with other extensions. |            |   |
|  |   |   |  |  |  | 3) Create a database of providers and/or communication outlets for outreach   | CHIP   | 2) Draft survey tool to collect data on obesity prevention messages and/or campaigns shared with patients and frequency of messaging                           | CHIP, Workgroup, AAP, SDCMS  | 6/31/2016   | Extended target completion to align with other extensions.   |   |  |            |   |
|  |   |   |  |  |  |   |  | 3) Disseminate survey to providers; set a participation goal   | San Diego County Medical Society, WIC, Rady Children's, County HHS, CHIP   | 6/31/2015   | Extended target completion to align with other extensions.   |   |  |            |   |
|  |   |   |  |  |  |   |  | 2) Increase the # of health care system EHRs with the capacity to record obesity-related (prevention, assessment, and treatment) records by 5 over three years | 1) Facilitate an ad hoc EHR champion provider workgroup on obesity prevention best practices for data collection, standardization, reporting and quality improvement.  | HHS, AAP-CA3, CHIP, work group  | 9/30/2015  | 3/31/2016: No update.<br><br>HHS representatives working on standardizing EHR data sets related to obesity prevention. The capacity of the EHR system is currently limited, so outreach to other providers is on hold while infrastructure issues are addressed.              |  |            |   |
|  |   |   |  |  |  | 2) Improve provider recording methods for diet (including breastfeeding), physical activity and screen time.  | H8   | TBD  | 2) Increase the # of health care system EHRs with the capacity to record obesity-related (prevention, assessment, and treatment) records by 5 over three years   | 1) Facilitate an ad hoc EHR champion provider workgroup on obesity prevention best practices for data collection, standardization, reporting and quality improvement.   | HHS  | 2) Convene a workgroup of providers   | CHIP   | 9/30/2015  | 3/31/2016: No update.<br><br>Deirdre Browner presented to the workgroup on 8/21 the current status of the county healthy weight surveillance work. Work on the EHR system continues to develop and bandwidth is currently limited to those already participating. New date provided to give HHS |
|  |   |   |  |  |  |   |  |  |  |   |  | 3) Identify target audience and purpose and goals (goals may include standardized BMI and breastfeeding data collection templates, the inclusion of breastfeeding prompts based on current best practices and standard recording of diet, physical activity and screen time). | CHIP, HHS, workgroup                                       | 10/31/2015 | 3/31/2016: Nothing to report. Will add item to an upcoming healthcare domain workgroup agenda.  |
|  |   |   |  |  |  |   |  |  |  |   |  | 4) Develop timeline and recruitment plan  | CHIP, HHS  | 10/31/2015 | 3/31/2016: Nothing to report. Will add item to an upcoming healthcare domain workgroup agenda.  |
| 2) Improve provider recording methods for diet (including breastfeeding), physical activity and screen time. | HHS   | 1) Develop a communication plan (e.g., newsletter, webinars, seminars) for promoting improved recording method techniques and sharing best practices with providers | CHIP, work group   | 2/28/2016  | 3/31/2016: Nothing to report. Will add item to an upcoming healthcare domain workgroup agenda.       |   |  |  |  |   |  |   |  |            |   |
| 3) Increase utilization of 211 Nutrition & Physical Activity Database by 5% over three years                 | H6, TRD   | TBD   | 3) Increase utilization of 211 Nutrition & Physical Activity Database by 5% over three years | 1) Identify current usage of 211 N&PA Database, and 2 strategies to increase its utilization | CHIP   | 2) Work with a minimum of 2 health systems to encourage more standard recording methods among providers in order to facilitate improved delivery of prevention messages, weight assessment and addressing overweight and obesity. | CHIP, HHS, Work Group  | 6/30/2016  | 3/31/2016: Nothing to report. Should have an update on this item in the April domain workgroup meeting.  |   |  |   |  |            |   |
|  |   |   |  |  |  | 1) Meet with 211 SD staff to assess current status of the project, request database utilization data, and discuss opportunities to increase its usage   | Cheryl, Cheri, Dean  | 6/30/2015<br>Currently in Progress   | 3/31/2016: The concept paper was presented to the ACE Board and they approved in-kind support and \$25,000/yr for 2 years. The group met on 3/30 to discuss next steps.<br><br>7/15 - Cheryl, Cheri, and Dean met with 2-1-1 staff to discuss the database usage and ways to improve it. A |   |  |   |  |            |   |
| 3) Increase utilization of 211 Nutrition & Physical Activity Database by 5% over three years                 | H6, TRD   | TBD   | 3) Increase utilization of 211 Nutrition & Physical Activity Database by 5% over three years | 1) Identify current usage of 211 N&PA Database, and 2 strategies to increase its utilization | CHIP   | 2) Report to the domain workgroup on the conversation, brainstorm next steps and any required resources   | CHIP   | 7/30/2015<br>Currently in Progress   | 3/31/2016: The participating members met on 3/30/2016 to brainstorm next steps and potential funding sources.<br><br>Update on proposed pilot project presented at the 8/21 workgroup meeting. The pilot will be presented to  |   |  |   |  |            |   |

|  |          |     |  |  |      |  |             |            |  |
|--|----------|-----|--|--|------|--|-------------|------------|--|
|  |          |     |  |  |      | 3) Prioritize next steps and discuss at future Leadership Council meeting  | Workgroup   | 5/31/2016  | 3/31/2016: Project will be on the May Leadership Council meeting. Timeline adjusted to reflect current schedule. <a href="#">View meeting minutes with 7-1-1</a>   |
|  | H1<br>H2 | TRD | 4) Increase the number of San Diego County hospitals with a sustainable food policy (e.g., Healthy Food in Healthcare Pledge) from 50% to 75% over 3 years | 1) Increase the number of hospitals that adopt the HCWH Healthy Food in Health Care Pledge (HFHC Pledge) from 50% to 60% | CHIP | 1) Encourage all NHLT member hospital systems (e.g., Rady Children's Hospital, select Scripps Health hospitals) to sign the HCWH HFHC Pledge | CHIP- Colin | 12/31/2015 | One additional SD County hospital sign the HFHC pledge in 2015 (San Diego County Psychiatric Hospital), which has brought the number of hospitals signing the pledge to 15, which represents 53% of hospitals in the County. |
|  |          |     |  |  |      | 2) Reengage or engage 3 new hospital partners to the NHLT  | CHIP- Colin | 12/31/2015 | 12/31/15 - Rady's has been reengaged and newly engaged hospitals include Kindred, Paradise Valley, Vibra, Edgemoor, and Bastyr.  |
|  |          |     |  |  |      | 3) Encourage new or reengaged hospital partners to sign the HCWH HFHC Pledge   | CHIP- Colin |            | 12/31/2015 - Hospitals were encouraged to sign the pledge at the August reengagement lunch but only County Psych has thus far.   |
| Health Equity: The Healthcare Domain Workgroup actively works to strengthen policies, practices and messaging that supports healthy eating and active living in all communities throughout San Diego County, especially those that are disproportionately impacted by chronic disease. |          |     |  |  |      |  |             |            |  |

|  |   |
|--|---|
| <b>Instructions</b>  |   |
| Goals(s): The COI goals include:   |   |
|   | 1. Increase opportunities for all children and families to access and eat healthful foods in a culturally appropriate manner.             |
|   | 2. Increase opportunities for all children and families to engage in physical activity in an inclusive and culturally appropriate manner. |
|   | 3. Increase other opportunities to enhance economic, social, service, and built environments.   |
|   | 4. Promote operational excellence of the public private partnership.  |
| Identify and group domain objectives and their associated activities by the respective COI goals they help achieve using the corresponding icons.  |   |
| Action Plan (AP) Strategy: Identify the specific Action Plan strategy or strategies aligned with your domain's objectives.   |   |
| Key Indicator: Identify the specific key indicator(s) aligned with your domain's objectives (if applicable).   |   |
| Objectives: Objectives should be written to reflect the specific outcome you plan to accomplish within a specific timeframe. Objectives should follow SMART criteria: Specific, Measurable, Assignable, Realistic, and Time-related.   |   |
|   | 0-5 activities: Indicate activities that focus on the 0-5 population by placing the icon in the Objectives box.                           |
| Overarching Strategies: Objectives should be color coded by the overarching strategy they help achieve, if applicable. Shade the objective box green when it ties to reducing Sugar Sweetened Beverage (SSB) consumption, purple when it ties to increasing Safe Routes to Healthy Places, and gold if it ties to both.  |   |
| Activities: Activities are the specific actions you plan to take to achieve your objective. Activities should follow SMART criteria: Specific, Measurable, Assignable, Realistic, and Time-related. Each domain objective should have a minimum of one activity focused on the collection and monitoring of data related to the measurement of the implementation of the objective.  |   |
| Status Update: Regular and ongoing status updates should include any progress on the identified activity and action steps associated with the implementation of that activity, including unexpected outcomes and "connect-the-dots" opportunities. The overall progress for each objective should be reported in this section and should include the data collection and monitoring activity associated with that specific objective. All status updates should be dated for tracking purposes. Domain champions are responsible for ensuring domain workplans are updated on a quarterly basis. |   |