2015 COMMUNITY 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 prevelance of childhood obesity as measured by a _% reduction in BMI among __.		C10,C11,C12	TBD	1) Provide technical assistance and resources to community advocacy projects focused on healthy eating and active living and build the capacity of at least 6 community engagement groups (CBOs and/or residents) over three years.	1) Produce a map of community resident advocacy/ engagement projects in San Diego County	County HHSA	1) Design a map template	Christy	May-15	Completed
							2) Create a web-based form for collecting data on advocacy/ engagement projects that align with the goals of the COI.	Christy	May-15	Completed
							3) Partner with community engagement groups to enter data on their respective project(s), including relevant COI domain work group activities	Katie and Christy	Ongoing	3/31/2016: Map has been renamed and launched publicly. The workgroup is still looking to identify additional groups for inclusion. The workgroup has reached out to CX3 (Katie), RLA (Stan), UCSD Parent Champions for Change (Blanca), CA Project LEAN (Blanca), Circulate SD (Janet), YEAH! (Cheryl), promatoras (Blanca), REACH recipients (Dan), HEAL Zone (Nina), CNAP (Stan), CAP- Katie. 7/9- goal is map 20 projects by end of July. 9-2015 Stan reached out to Terri Foster and got a list of RLAs through the CAP with contact information. Meeting with Stan, Christy, and Katie to plan cleaning, updating of RLA data obtained from CAP and plotting on map. COI staff presented the mapping project to the RLA staff. Map has been released.
							4) Upload finalized survey link on the county website	Katie, Christy, Blanca, CHIP	Oct-14	Completed
							5) Link the map from the County to the COI website	CHIP	Dec-15	Completed
					2) Develop a comprehensive list of advocacy groups throughout San Diego	UCSD, County HHSA	1) Brainstorm advocacy groups and potential contacts at workgroup meeting	Blanca, Katie, CHIP	Apr-15	Completed - Groups include: CX3, RLA, UCSD Parent Champions for Change, CA Project LEAN, Circulate SD, YEAH!, promatoras, REACH recipients, 6
					3) Determine the best role for the Community Domain in supporting community engagement/advocacy efforts	CHIP	1) Identify community engagement projects and convenings (e.g., RLA Council) that could benefit from shared resources, leveraged opportunities, and networking	Blanca, Katie, Janet, CHIP	Sep-15	Completed
							2) Conduct outreach to identified partners and projects to get input on community needs and potential strategies	Blanca, Katie, Circulate SD, CHIP	Nov-15	3/31/2016: Needs identified were mostly related to media and outreach. The Community Domain Workgroup held a joint domain workgroup meeting with the Media Domain Workgroup. There are plans to provide a social media training and storytelling training to RLA groups later this year. The community and media domain
							3) Attend RLA, CBO, and other community meetings and facilitate a conversation on advocacy needs	Janet, CHIP	Ongoing	3/31/2016: COI staff and partners has been attending RLA, CBO and other community meetings to share information with other groups and bring information to the domain workgroup in order to better identify advocacy needs and facilitate conversations. Needs identified were mostly related to media and outreach. The Community Domain Workgroup held a joint domain workgroup meeting with the Media Domain Workgroup. There are plans to provide a social media training and storytelling training to RLA groups later this year. The community and media domain will continue to hold joint meetings for the next 2 months.
							4) Identify appropriate opportunities for collective PSE advocacy or efforts	Blanca, Katie, CHIP	Ongoing	3/31/2016: COI staff and partners has been attending RLA, CBO and other community meetings to share information with other groups and bring information to the domain workgroup in order to better identify advocacy needs and facilitate conversations. Needs identified were mostly
					4) Coordinate and support resource sharing and cross-domain collaboration between Government and Community Domain Workgroups	CHIP	1) Create opportunities for identified community partners to provide input on municipal profiles	Cheryl, Blanca, Katie	Nov-15	3/31/2016: Completed - Joint community/government domain meetings were conducted 8/13 and 11/6 to align efforts and allow a process for both domains to provide input on the municipal profiles.
							2) Communicate municipal profiles to community engagement partners/projects	CHIP	May-16	3/31/2016: Municipal profiles are still under review. Additional joint domain meetings will be scheduled after the municipal profiles have been completed. This timeline has been extended to reflect the current realities.

Health Equity: The Community Domain Workgroup is committed to providing resources and support to enhance community resident advocacy/engagement projects. This work is focused on improving policies and

Instructions

Goal(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-	
	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)	
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	
Status Update: Regular and ongoing tatus updates should include any progress on the identified activity and action steps associated with the implementation of that activity, including unexpected outcomes and "connect-	