

2015 BUSINESS 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	Objective	Activity	Activity Lead	Action Steps	Responsible	Timeline	Status Update
Reduce prevalence of childhood obesity as measured by a % reduction in BMI among —		B1 5 B9	Objective 1: Provide support to COI domain workgroups as measured by participation of at least three businesses in COI domain workgroups by 2016.	Identify at least one business to conduct a presentation or attend Schools and After-School, Early Childhood, and Healthcare Domain workgroup meetings.	CHIP, Domain Champions	1. Brainstorm businesses with influence/interests in target domains.	CHIP, Domain Champions	30-Jun-16	3/31/2016: Early Childhood domain workgroup invited Discount School Supply to present at selected workgroup events this year. Lakeshore has also been invited to present at a future Early Childhood Domain. Schools and after-school domain members have invited Farm Fresh to You to present on healthy fundraising. Additional presentations will be scheduled as appropriate.
						2. Contact businesses and schedule for domain meetings.	CHIP	30-Jun-16	
			Objective 2: Engage local businesses to participate in COI activities for the purpose of improving access to healthy foods as measured by participation of at least 50 businesses by 2016.	Business partners regularly attend COI domains and sub-committees meetings (i.e. distributors attend F2S).	FTS, NHLT, CHIP	1. Invite business partners to attend FTS, NHLT and other domains as appropriate	CHIP, Domain Champions	Ongoing	Healthy Dining Finder has been attending Schools/After Schools domain. Healthy On-the-Go Vending attended joint Community/Government domain meeting. Discount School Supply has begun attending the EC Domain meeting.
						2. Connect Live Well San Diego business partners with COI Domains as appropriate.	HHSA	Ongoing	
Objective 2: Engage local businesses to participate in COI activities for the purpose of improving access to healthy foods as measured by participation of at least 50 businesses by 2016.	Business partners regularly attend COI domains and sub-committees meetings (i.e. distributors attend F2S).	FTS, NHLT, CHIP	3. Connect local business partners with programs to improve access to healthy food (Cilantro stores, Corner Store Conversion, UCSD Nutrition, Education, Obesity Prevention Branch programming)	HHSA, CHIP, Domain Champions	Ongoing	12/31/2015 - Worked with three produce distributors (past LGL participants) to label products as local making purchasing easier for institutions (Sunrise Produce, Goldstar Foods, Family Tree Produce). Conducted a training for 24 local farms on learning procurement language of institutions to facilitate sales/purchases of local produce. Hosted the 3rd annual LGL Produce Showcase on October 23rd at the Leichtag Foundation in Encinitas. Over 200 attendees			
			Where relevant, business partners change business practices necessary for COI to advance identified goals (i.e. distributors label produce by F2S definition of "local").	FTS, NHLT, CHIP	1. Encourage institutional buyers to adopt the FTS definition of "local"		CHIP, Domain Champions	Ongoing	
						2. Share the FTS definition of "local" with distributors and encourage appropriate labeling to facilitate purchases.	CHIP	Ongoing	

Health Equity: 1) The Business Domain Workgroup actively works to strengthen wellness policies in individual businesses and to improve access to healthful, culturally appropriate foods for all areas of San Diego County.

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).

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

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 and purple when it ties to increasing Safe

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

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