



San Diego County Childhood Obesity Initiative Healthcare Domain Minutes September 16, 2016

Attendees: Cheri Fidler, Dan Fesperman, Dean Sidelinger, Kathleen Merchant, Kim Elkins, and Nina Ghatan

- I. Welcome and introductions led by Dan Fesperman
- II. OB/GYN Focus Group
 - a. Nina notified the workgroup that Linda would be willing to provide technical assistance to interns able to complete the key informant interviews over the phone.
 - b. Interns support could come from: Dr. Serpas, Western Governors nursing students, Kathleen has graduate students, and the Vista Community Collaborative.
 - c. Next steps:
 - i. [Flesh out in the workplan during the next meeting.](#)
- III. 2-1-1 Project Update
 - a. Cheri provided a brief overview of the project.
 - b. Kaiser notified CHIP that their funding priorities have changed and that they are currently unable to fund this project.
 - c. We still have \$25,000 in funding from ACE over the next two years.
 - d. The taskforce identified potential funding in East County through Grossmont Healthcare District and is considering it as a potential area of focus.
 - e. Family Health Centers in Barrio Logan is also being considered.
 - f. Dr. Cheryl Anderson with UCSD may have identified funding for the evaluation component of this project. We hope to have more details soon.
- IV. Workplan
 - a. Reviewed the workplan and the status of current activities.
 - b. New workplans are due by October 31, 2016.
- V. Action Plan Strategy Activity
 - a. To help with workplan development, we asked partners around the table to complete the Action Plan Strategy Activity.
 - b. [The workgroup decided to take the document back and complete it prior to the next workgroup meeting. Nina agreed to send it out electronically.](#)
- VI. Announcements
 - a. The Mayor of Tijuana announced plans to adopt 5-2-1-0. Dean agreed to send out more details as they become available.
 - b. COI will be printing new 5-2-1-0 materials and we're working with the Media Domain on updating the design. A recommendation was made to look at Child Obesity 180 at Tufts for inspiration and the You're the Mom campaign.
 - c. Cheryl offered to send Kathleen a form Jojo Drinkwater created to promote consistent messaging between WIC and pediatricians.