

2016-2017 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	Completed Items		
Reduce prevalence of childhood obesity	  	H5, H6	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	Historical - Completed			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 HHSA, WIC, Rady Children's Hospital			
							Prioritize obesity prevention messaging campaigns for use and any necessary modifications (Exmp. Modify 5210 messaging to include breastfeeding message).	CHIP, Workgroup	3/31/2017	10/2016: Workgroup members have volunteered to complete surveys and Linda Radecki is currently updating survey to reflect change from focus group to individual key informant interviews. 6/30/2016: Beacause of low RSVP numbers, the			
							Conduct key informant interviews with OBGYN providers regarding current breastfeeding messaging and additional resources needed to promote breastfeeding.	CHIP Linda Radecki, Radecki Research Kim Elkins, Red Cross WIC	3/31/2017	10/2016: Workgroup members have volunteered to complete surveys and Linda Radecki is currently updating survey to reflect change from focus group to individual key informant interviews. 6/30/2016: Beacause of low RSVP numbers, the workgroup was forced to reschedule the focus group to the end of June. Unfortunately, the response from OBGYNs was too low and the second date for the focus group was also canceled. The workgroup is in the process of determining next steps, which could include phone interviews or other format. 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			
							3)Streamline messages into consistent obesity prevention message and/or obesity prevention messaging package	CHIP, Workgroup	5/30/2017	10/2016: Once key informant interviews are completed, group will focus on streamlining messages. 6/30/2016: No update. Will work with media domain representatives after the OB/GYN/Pediatrician/Dental			
							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	WIC, Rady Children's, County HHSA, AAP, CHIP	3/31/2017	10/2016: The workgroup identified OBGYN and Pediatric providers as target audiences, but determined more information was needed to support messages for OBGYN. Key informant interviews will inform this activity once completed.	
								2) Identify communication outlets that will reach a broad audience of providers	Workgroup, AAP, SDCMS, Medical Groups, ACOG	3/31/2017	10/2016: Extended target completion to align with other extentions.		
								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	3/31/2017	Extended target completion to align with other extentions.
										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	5/31/2017	Extended target completion to align with other extentions.
										3) Disseminate survey to providers; set a participation goal	San Diego County Medical Society, WIC, Rady Children's, County HHSA,	6/30/2017	Extended target completion to align with other extentions.
								H6, H8	TBD	2) Increase the # of health care system EHRs with the capacity to record obesity-related (prevention, assessment, and treatment) records by	1) Facilitate an ad hoc EHR champion provider workgroup on obesity prevention best practices for data collection, standardization, reporting and quality improvement.	HHSA	Historical - Completed
	H8					2) Convene a workgroup of providers	CHIP	9/30/2017	10/2016: Work on the EHR system continues to develop and bandwidth is currently limited to those already				

	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.		