

2016-2017 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 Indicator	Objective	Activity	Activity Lead	Action Steps	Responsible	Timeline	Status Update	
Reduce prevalence of childhood obesity as measured by a % reduction in BMI among —.	  	B1		Objective 1: Provide support to COI domain workgroups as measured by participation of at least three businesses in COI domain workgroups by 2018.	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	Ongoing	10/2016: COI worked with Carnival Supermarkets on a last minute promotion of fruits and vegetables. There is hope that this may lead to a long-term relationship. 6/30/2016: Ongoing process. Lakeshore School Supply and Discount School Supply have presented at the EC workgroup domain. Multiple vendors were invited to present at the Healthy Vending Forum. 3/31/2016: Early Childhood domain	
		B9					2. Contact businesses and schedule for domain meetings.	CHIP	Ongoing		
		B8, B9, B1, 2B, 13, B1, 5		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 2018.	Business partners regularly attend COI domains and sub-committees meetings (i.e. distributors attend F2ST).	FTS, NHLT, CHIP	1. Invite business partners to attend FTS, NHLT and other domains as appropriate 2. Connect Live Well San Diego business partners with COI Domains as appropriate. 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)	1. Encourage institutional buyers to adopt the FTS definition of "local"	CHIP, Domain Champions	Ongoing	10/2016: Lakeshore School Supply attends the EC domain meetings. 6/30/2016: Lakeshore School Supply and Discount School Supply have presented at the EC workgroup domain. Multiple vendors were invited to present at the Healthy Vending Forum. 3/31/2016: Healthy Dining Finder has been
								2. Share the FTS definition of "local" with distributors and encourage appropriate labeling to facilitate purchases.	CHIP	Ongoing	
								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	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

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