

Lemon Grove HEAL Zone CAP 3.0

Contact: Melanie Briones [mbriones@sdchip.org](mailto:mbriones@sdchip.org) (858) 609-7976

<b>Setting:</b> Business (markets and restaurants)			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b>			
<p><u>Healthy Eating:</u> Studies have consistently shown that there are fewer supermarkets and other retail outlets selling affordable, nutritious food in low-income communities than in wealthier ones. The city has numerous small markets and 7 convenience/corner stores with limited ability to sell a variety of fresh and affordable produce (environment). Lemon Grove restaurants don't offer healthy menu items. At recent Prevention Institute meetings in Lemon Grove funded in part by The California Endowment (TCE), review of menus from local restaurants determined that no local restaurants could meet TCE's healthy meeting nutrition guidelines. Community residents are much less likely to eat healthful foods if they don't have easy access to affordable produce in local markets and healthy menu items at local restaurants.</p>			
<b>Business (markets and restaurants) Environmental Strategy #1:</b> Work with small grocery and convenience store owners to apply to the California FreshWorks Fund for store conversion.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b> 1: Increase consumption of healthy food and beverages</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
<p>2 small grocery or convenience stores</p> <p>Residents of Lemon Grove 26,131</p>	<p>Leverage partnership with Network for a Healthy California to work with at least 2 small grocery or convenience stores in Lemon Grove will increase access and availability of healthy foods (e.g., fresh produce, whole grain products, water, low-fat milk, low-fat protein) by making necessary upgrades in equipment, allocation of additional square footage, and/or in-store promotion.</p> <p>Store owners will be encouraged to apply to the California Fresh Works Fund for necessary funding.</p>	<p><b>Lead:</b> HEAL Zone Project Manager <b>Partners:</b> Network for a Healthy CA, COI, HEAL Zone Business domain</p> <ol style="list-style-type: none"> <li>1. Conduct scan of local stores to determine location and current access and affordability of healthy foods</li> <li>2. Conduct community assessment to determine targeted store locations, with emphasis on areas near the wellness hub</li> <li>3. Conduct outreach to store owners to determine willingness to make infrastructure and store improvements designed to improve access to produce</li> <li>4. Provide technical assistance to develop and submit store proposals</li> <li>5. Implementation of loan funding/store conversions</li> </ol>	<p>October 2014</p>

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Business (markets and restaurants) Environmental Strategy #2: Work with local restaurants to incorporate healthy menu items for <b>adults and children</b>			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Lemon Grove restaurants  Residents of Lemon Grove 26,131	At least 10 restaurants will incorporate and promote healthy menu items for <b>adults and children.</b>	<p><b>Lead:</b> Healthy Kids Choice  <b>Partners:</b> HEAL Zone Business domain, Lemon Grove RLA and YEAH groups, Youth Council, City of Lemon Grove</p> <ol style="list-style-type: none"> <li><b>1.</b> Conduct scan of local restaurants</li> <li><b>2.</b> Conduct community assessment to determine targeted restaurant locations, with emphasis on wellness hub area</li> <li><b>3.</b> Conduct outreach to restaurant owners to determine willingness to make healthy menu changes</li> <li><b>4.</b> City will provide information on healthy menu guidelines and recommendations with all new and renewing restaurant business licenses</li> <li><b>5.</b> Provide technical assistance to develop healthy menu items</li> <li><b>6.</b> Create promotional campaign tied to Lemon Grove HEAL Zone</li> </ol>	October 2014

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Business (markets and restaurants) Policy Strategy: Develop city policy to encourage businesses to implement healthy menu options (e.g., see proposed City healthy vending options policy)			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>2:</b> Decrease calorie consumption</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
<p>New Lemon Grove restaurants and businesses applying for business licenses</p> <p>Residents of Lemon Grove 26,131</p>	<p>City will encourage and incentivize businesses to implement healthy menu options (e.g., see proposed City healthy vending options policy) through relaxed licensing requirements such as landscaping and other business requirements for participating businesses.</p>	<p><b>Lead:</b> City of Lemon Grove  <b>Partners:</b> HEAL Zone Business domain</p> <ol style="list-style-type: none"> <li>1. City will identify and outline the specific conditions they will be able to ease or waive</li> <li>2. Consult with city leaders and legal staff to draft policy to waive new requirements for businesses applying for new licenses</li> <li>3. Adopt and promote policy</li> </ol>	<p>October 2014</p>

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**Business (markets and restaurants) Promotional Strategy:** Use local, in-store, and business promotions to publicize availability of fresh affordable produce in local stores and healthy menu items at local restaurants; tie promotional activities to 5-2-1-0 campaign and overarching communications campaign.

<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
Residents of Lemon Grove 26,131	Provide recognition and publicity of local store and restaurant owner efforts to making Lemon Grove a healthier community offering newly available fresh food in local stores and healthy menu items at local restaurants to drive customers to those locations.	<p><b>Lead:</b> HEAL Zone Steering Committee</p> <p><b>Partners:</b> City of Lemon Grove, Lemon Grove Patch, Healthy Kids Choice, Lemon Grove Library, LGSD, Network for a Healthy CA, All HEAL Zone domains</p> <ol style="list-style-type: none"> <li>1. Publish articles featuring citywide healthy restaurant and market options in the Lemon Grove Patch and Lemon Grove Gazette (city newsletter)</li> <li>2. Include store/restaurant owners in planned recognition program</li> <li>3. Conduct in-store promotion and healthy food demonstrations</li> <li>4. Facebook and Twitter promotion</li> <li>5. Lemon Grove Library promotion</li> <li>6. LGSD newsletters and parent bulletins</li> <li>7. Faith communities newsletters</li> </ol>	October 2015

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<b>Setting:</b> Community			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b>			
<p>Lemon Grove, a low-income minority community, has several compounding environmental barriers contributing to health disparities that inhibit community residents from realizing a vision for healthy eating and exercise. Community residents lack knowledge about the social determinants of health, root causes for many chronic health conditions such as obesity and diabetes, and how environmental factors impact health; in addition, they are often unaware of the important role they can play in community prevention and creating healthier neighborhoods and lack skills to advocate with policy and decision makers for these changes.</p> <p><u>Healthy Eating:</u> Food environment is composed of high density of fast food outlets, marketing and promotion of unhealthy foods; and lack of availability, affordability, and accessibility to fresh foods.</p> <p><u>Physical Activity:</u> Inadequate green space and safe places to exercise and play</p>			
<b>Community Environmental Strategy:</b> Conduct 6 community improvement/advocacy projects related to HEAL Zone strategies that change the neighborhood environment to support healthy eating and active			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p>		
	<p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
Residents of Lemon Grove 26,131	Each calendar year, each trained community adult and youth resident group will apply training concepts to select and implement a community improvement/advocacy project based on identified community needs (i.e., using HEAL Zone community needs assessment, PhotoVoice, and other community data sources).	<p><b>Lead:</b> CHIP</p> <p><b>Partners:</b> LGSD, LG RLA cohort members (i.e., LG HEAL Zone Community, Early Childhood, and Faith domains)</p> <ol style="list-style-type: none"> <li>1. Both RLA and YEAH groups will review assessment findings and select a community improvement/advocacy projects related to the HEAL Zone strategies</li> <li>2. Implement community improvement/advocacy projects</li> <li>3. Report findings to HEAL Zone Steering Committee and all community stakeholders (e.g., City Council, School District Board, Chamber of Commerce)</li> </ol>	September 2015

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Community Educational Strategy #1: Engage and build the capacity of community resident to advocate for a healthy, livable Lemon Grove			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline

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<p>Residents of Lemon Grove 26,131</p>	<p>Implement 3 Resident Leadership Academy (RLA) trainings (1 training per year) to increase community resident advocacy skills and knowledge about creating healthier environments and engage them in community prevention activities.</p> <p>Implement 3 Youth Engagement and Action for Health (YEAH) projects (1 adult youth leader trainer per year). Youth are trained to conduct neighborhood assessments, select a meaningful project, and advocate for change with local policy and decision makers. Community engagement efforts will include an intergenerational component to encourage adults of all ages to work jointly with youth in their advocacy efforts.</p>	<p><b>Lead:</b> CHIP  <b>Partners:</b> LGSD, LG RLA cohort members (i.e., LG HEAL Zone Community, Early Childhood, and Faith domains)</p> <ol style="list-style-type: none"> <li>4. Recruit community residents</li> <li>5. Implement a 10-session interactive training program (1 per calendar year: 2013, 2014, 2015) to include community building principles; social determinants of health; land use/community planning; safe/walkable communities; crime prevention through environmental design; healthy food systems; an overview of the HEAL Zone strategies; and leadership/advocacy skills.</li> </ol> <p><b>Lead:</b> COI  <b>Partners:</b> Youth Council, HEAL Zone Faith domain, San Diego County Health &amp; Human Services Agency's Aging &amp; Independence Services, LGSD (i.e., 2 local high schools)</p> <ol style="list-style-type: none"> <li>1. Recruit interested YEAH group leaders</li> <li>2. Conduct YEAH trainings (1 per calendar year: 2013, 2014, 2015)</li> <li>3. Coordinate with current LG RLA cohort to recruit youth and adults for projects and incorporate intergenerational component</li> <li>4. Conduct neighborhood assessments (school, park, food environments, grocery store and/or outdoor advertising)</li> </ol>	<p>September 2015</p>
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Community Policy Strategy #1: Establish a Youth Council.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	Establish a Youth Council to serve in an advisory capacity to the City, implement applicable HEAL Zone strategies, advocate for healthy environmental changes within Lemon Grove and at neighboring high schools, and organize youth representatives from Lemon Grove churches.	<p><b>Lead:</b> San Diego County Library, LG RLA cohort  <b>Partners:</b> COI-trained YEAH adult leaders, LGSD, local high schools, HEAL Zone Media and Faith domains</p> <ol style="list-style-type: none"> <li>1. Develop mission statement for Youth Council</li> <li>2. Obtain approval of City Council</li> <li>3. Publicize and recruit youth through school newsletters, faith communities, Lemon Grove Patch</li> <li>4. Conduct initial Youth Council meeting</li> <li>5. Conduct Youth Engagement and Action for Health (YEAH) groups with Youth Council to provide education about environmental impact on health and advocacy skills necessary for policy/environmental change</li> </ol>	September 2013

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Community Promotional Strategy #1: Provide on-going and continuous scheduling, support of, and access to affordable youth/adult after-school sports and community-wide physical activity and wellness programs and services in the Wellness Hub and at other Lemon Grove locations.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p>1: Increase consumption of healthy food and beverages</p> <p>3: Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	<p>Provide support of and enhance access to ongoing physical activity and wellness programming for youth and adults by providing:</p> <ul style="list-style-type: none"> <li>• Support for programming and scheduling recreation activities throughout all Lemon Grove, with special emphasis on the Wellness Hub area and City-owned parks (e.g., Berry Street Park)</li> <li>• Scholarships and reduced fees for youth/adult sports through fundraising</li> </ul>	<p><b>Lead:</b> HEAL Zone Service Organization domain</p> <p><b>Partners:</b> Lemon Grove service organizations (e.g., LG Historical Society, Soroptimists, and Rotary), City of Lemon Grove, County Parks and Recreation Department, YMCA – East County</p> <ol style="list-style-type: none"> <li>1. Conduct outreach to determine existing Lemon Grove service or non-profit organizations that could serve in the capacity of a “friends of the park” organization</li> <li>2. Consult with other cities that have developed similar organizations</li> <li>3. Establish planning committee with assistance from local service organizations</li> <li>4. If no existing organization can be identified, conduct the steps necessary to create a new entity:                             <ul style="list-style-type: none"> <li>• Develop a business and fundraising plan</li> <li>• Determine legal requirements</li> <li>• Identify and engage board members</li> <li>• Apply for non-profit status and submit articles of incorporation, if necessary</li> <li>• Determine activities related to identifying and scheduling youth and adult sports leagues and other physical activity programming on city property</li> </ul> </li> </ol>	September 2013

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		5. Develop criteria and mechanism for distribution of scholarships for youth/adult sports programs	
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Community Educational Strategy #2: Create a community map delineating areas for recreation and access to healthy foods.			
Goals and Outcomes:	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	A group of community residents will participate in and all residents will benefit from creation of a community map of Lemon Grove that delineates areas for walking, play, sports, recreation and access to healthy foods (e.g., farmers' markets, healthy food outlets, etc.). The community map will utilize and promote the 5-2-1-0 messaging campaign.	<p><b>Lead:</b> City of Lemon Grove</p> <p><b>Partners:</b> WalkSanDiego, Youth Council, LGSD, San Diego County Health &amp; Human Services Agency (potential)</p> <ol style="list-style-type: none"> <li>1. Establish planning group</li> <li>2. Develop tools for mapping</li> <li>3. Train community members on tools</li> <li>4. Conduct "mapping days"</li> <li>5. Input data into mapping program such as <a href="http://www.healthcities.org">www.healthcities.org</a></li> <li>6. Produce maps in hard copy and online formats and include healthy eating and other food venues along routes</li> <li>7. Distribute to community and post on City website and other sources determined by HEAL Zone Communications Plan</li> </ol>	September 2015

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**Community Promotional Strategy #2:** Create community recognition awards and promotional activities to publicly acknowledge Lemon Grove stakeholders, community members and partners for outstanding work in creating a healthier Lemon Grove and promoting 5210 messaging in their personal and/or organizational communities.

<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	<p><b>Ongoing:</b> Utilize HEAL Zone communications plan to publicly acknowledge community partners using various and applicable sources including print, online, City and/or school newsletters, Lemon Grove library, banners around City Promenade and Wellness Hub area, etc.</p>	<p><b>Lead:</b> COI  <b>Partners:</b> HEAL Zone Media, Faith, and Business domains, Lemon Grove Patch, City of Lemon Grove, Lemon Grove Library</p> <ol style="list-style-type: none"> <li>1. Recognize community members and partners in the Lemon Grove Patch and the COI monthly eNewsletter</li> <li>2. Present public recognition awards at city-sponsored events and promote in Lemon Grove Gazette</li> <li>3. Publicize efforts in Lemon Grove Patch and other online sources</li> <li>4. Publicize efforts at Lemon Grove Library</li> </ol>	September 2015

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<b>Setting:</b> Early Childhood (licensed home-based childcare providers and children)			
<p><b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b> Early childhood settings, especially home-based childcare and daycare, often are overlooked in terms of their food and physical activity environments, yet many young children spend much of their time in these settings. Furthermore, as low paid, relatively unskilled workers, many home-based childcare providers are themselves victims of the same social determinants of poor health that face the families they serve.</p> <p><b>Healthy Eating:</b> Childcare providers receive no formal training about the importance of good nutrition and age-appropriate physical activity for young children and have little or no resources to assist them in creating healthier environments and sharing this information with parents so that the home environment can reinforce healthy environments</p> <p><b>Physical Activity:</b> Unlike school settings, childcare providers lack comprehensive wellness policies promoting healthy eating and physical activity for young children (policy, environment, education, behavior). Additionally, parents are unaware of comprehensive criteria to assess childcare environments related to healthy eating and physical activity when selecting a provider (policy, environment, education).</p>			
<p><b>Early Childhood Environmental Strategy #1:</b> Improve the nutrition and physical activity environment for children ages 0-5 within the childcare setting using 5-2-1-0 health messaging to increase physical activity, increase consumption of fresh fruits and vegetables, eliminate consumption of sugar-sweetened beverages, and decreasing screen time.</p>			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
Licensed Lemon Grove childcare providers (n=55); Children in home-based licensed childcare settings (n≈ 450) and their families	Implement healthy eating and physical activity for children in all licensed family childcare providers in Lemon Grove.	<p><b>Lead:</b> YMCA Childcare Resource Service</p> <p><b>Partners:</b> HEAL Zone Early Childhood domain, LGSD</p> <ol style="list-style-type: none"> <li>1. Develop and provide 5-2-1-0 materials directed to early childhood providers and parents</li> <li>2. Follow up with implementation including:               <ol style="list-style-type: none"> <li>a) Substituting water to eliminate consumption of sugar-sweetened beverages</li> <li>b) Eliminating or markedly decreasing amount of recreational screen (i.e., television) time for children</li> </ol> </li> </ol>	September 2013

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		younger than 2 years old <b>c)</b> Increasing amount of time allotted for physical activity <b>d)</b> Increasing the number of fresh fruits and vegetables served at meal times.	
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Early Childhood Environmental Strategy #2: Implement a farm-to-preschool program in licensed center- and home-based childcare provider sites.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>2:</b> Decrease calorie consumption</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Licensed Lemon Grove childcare providers (n=55); Children in home-based licensed childcare settings (n≈ 450) and their families	Implement farm-to-preschool program in licensed center- and home-based childcare provider sites in Lemon Grove to include Harvest of the Month curriculum and on-site gardens	<p><b>Lead:</b> YMCA Childcare Resource Service</p> <p><b>Partners:</b> Occidental College, HEAL Zone Early Childhood domain, Lemon Grove Organic Farmers (e.g., Golden Ave Elementary School PTA local farmer partner), Lemon Grove Organic Gardening Club</p> <ol style="list-style-type: none"> <li><b>1.</b> Incorporate information on farm-to-preschool program into early childhood provider trainings</li> <li><b>2.</b> Identify and connect local farmers and gardening resources with early childhood providers</li> <li><b>3.</b> Obtain and make available farm-to-preschool curriculum including Harvest of the Month materials</li> </ol>	March 2014

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Early Childhood Policy Strategy: Assist Lemon Grove childcare providers to develop an Early Childhood Wellness Policy that promotes healthy eating and physical activity for children in Lemon Grove			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Licensed Lemon Grove childcare providers (n=55); Children in home-based licensed childcare settings (n≈ 450) and their families	Licensed childcare providers (both center-based and in-home) will implement wellness policies designed to improve the physical activity and healthy food environments for children aged 0-5.	<p><b>Lead:</b> YMCA Childcare Resource Service</p> <p><b>Partners:</b> HEAL Zone Early Childhood domain, COI</p> <ol style="list-style-type: none"> <li>1. Outreach to childcare providers to introduce policy</li> <li>2. Conduct on-site trainings for providers</li> <li>3. Provide technical assistance on-site to enhance policy implementation</li> </ol>	March 2014

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**Early Childhood Educational Strategy #1:** Educate parents on healthy food and physical activity environments consistent with 5-2-1-0 as criteria for selecting a childcare provider.

<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Families with children ages 0-5 (n≈450)	Families with young children will receive educational materials from Lemon Grove HEAL Zone partners (including healthcare providers at local community clinics and/or school-based clinic, LGSD, and the Lemon Grove Library) on using healthy food and physical activity environments and wellness policies as criteria for selecting a childcare provider.	<p><b>Lead:</b> YMCA Childcare Resource Service</p> <p><b>Partners:</b> Community and school-based clinics, LGSD, Lemon Grove Library</p> <ol style="list-style-type: none"> <li><b>1.</b> Create educational materials for families in multiple languages</li> <li><b>2.</b> Distribute educational materials through schools and Lemon Grove Library</li> <li><b>3.</b> Healthcare providers at Lemon Grove health homes will attach information on selecting a childcare provider using criteria related to the food/PA environment to all families seeking a physical examination prior to preschool/childcare admission</li> </ol>	September 2014

Lemon Grove HEAL Zone CAP 3.0

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**Early Childhood Educational Strategy #2:** Lemon Grove early childcare and healthcare providers will reinforce the importance of healthy eating and physical activity environments for young children with preschool and childcare providers using 5-2-1-0 messaging.

<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2. Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Lemon Grove healthcare providers; Lemon Grove childcare and preschool providers	Childcare and preschool providers will receive educational materials from Lemon Grove partners encouraging them to implement wellness policies related to food/PA environments, as well as additional health information using 5-2-1-0 messaging	<p><b>Lead:</b> YMCA Childcare Resource Service</p> <p><b>Partners:</b> Golden Ave. School clinic, community clinics, Rady Children’s Hospital, HEAL Zone Early Childhood and Healthcare domains, City of Lemon Grove</p> <ol style="list-style-type: none"> <li>1. Create educational materials about the importance of food/PA environments in early childhood settings</li> <li>2. Provide information about this topic to healthcare providers</li> <li>3. Healthcare providers will attach educational materials to forms that are returned to childcare/preschool providers after completing required physical examinations for young children entering these settings</li> <li>4. City of Lemon Grove will provide information on recommended wellness policies to childcare providers requesting new or renewed business licenses</li> </ol>	September 2013

Lemon Grove HEAL Zone CAP 3.0

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Early Childhood Promotional Strategy: Publicly recognize home-based childcare providers that implement wellness policies.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2. Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Families with children ages 0-5 (n≈450)	Formally and publically recognize childcare providers that have implemented healthy food/PA environments through the Lemon Grove HEAL Zone recognition program.	<p><b>Lead:</b> HEAL Zone Steering Committee</p> <p><b>Partners:</b> City of Lemon Grove, Lemon Grove Library, Lemon Grove Patch, LGSD PTAs, LGSD</p> <ol style="list-style-type: none"> <li>1. Develop recognition materials (plaques for display, etc.)</li> <li>2. Post recognition information in childcare settings and local public environments including Lemon Grove Library, City of Lemon Grove, LGSD, etc.</li> <li>3. Post recognition information online through Lemon Grove Patch</li> </ol>	September 2014

Lemon Grove HEAL Zone CAP 3.0

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<b>Setting:</b> Healthcare (2 community clinics, 1 school-based clinic, 1 WIC office)			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b> Healthcare providers lack a clear understanding regarding the social determinants of health and the role that environment (i.e., lack of opportunities for healthy eating and physical activity combined with the proliferation of unhealthy options and messaging) plays in contributing to overweight and obesity in Lemon Grove. Additionally, physicians have little time to spend with patients on obesity prevention messaging; lack skills and training to effectively address this topic; and have limited resources available for patients. There is also a lack of “community competency,”—that is, a lack of awareness among healthcare providers in Lemon Grove regarding local, community-based resources for healthy eating, physical activity and education that might be appropriate for patient referrals. Community members face language, literacy and cultural barriers due to low literacy rates and English as a second language.			
<b>Healthcare Environmental Strategy:</b> Implement a comprehensive healthcare provider outreach and training program using strategic and key messages for promoting: routine BMI measurement and tracking, healthy weight gain, physical activity, good nutrition, breastfeeding, referral to the wellness hub and other community resources that promote nutrition and offer opportunities to engage in physical activity promoting nutrition and physical activity, and addressing issues of health literacy for the patient population.			
<b>Goals and Outcomes:</b>	<b>Goals:</b>		
	<ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol>		
	<b>Outcomes:</b>		
	<ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
Lemon Grove healthcare providers practicing within the city boundaries and/or serving Lemon Grove residents including two community clinics, Golden Avenue School clinic, patients, private practices, public health nurses, school nurses, childcare providers, and parents	Implement protocols in two community clinics, school-based clinic and private practices that serve Lemon Grove residents that include: <ul style="list-style-type: none"> <li>▪ Consistently measure and record patient BMI and participate in the San Diego Regional Immunization Registry’s BMI registry</li> <li>▪ Utilize best practices, including motivational interviewing, to routinely counsel patients on healthy eating and active living</li> <li>▪ Provide consistent messaging to</li> </ul>	<b>Lead:</b> HEAL Zone Healthcare domain <b>Partners:</b> Golden Avenue Elementary School Clinic, Family Health Centers, La Maestra Community Clinic, Kaiser Permanente, American Academy of Pediatrics, YMCA Childcare Resource Service, 211 San Diego, American Red Cross WIC, Rady Children’s Hospital Center for Healthier Communities <ol style="list-style-type: none"> <li>1. Create and distribute collateral materials using the 5-2-1-0 messaging with the input and recommendations of the HEAL Zone Healthcare domain. Materials will include: information with key obesity prevention messages based on motivational interviewing; “green prescription” Rx pads for physical activity/fruit and vegetable consumption</li> </ol>	April 2014

Lemon Grove HEAL Zone CAP 3.0

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	<p>families and childcare providers regarding physical activity and healthy eating utilizing the 5-2-1-0 campaign</p> <ul style="list-style-type: none"> <li>▪ Better understand the environment and culture contributing to overweight and obesity in Lemon Grove</li> <li>▪ Understand and refer patients to local resources available to assist families in healthy eating and active living</li> <li>▪ Consistently write “green” prescriptions for healthy eating and physical activity with a focus on the facilities at the wellness hub and other Lemon Grove resources</li> </ul>	<p>and use of facilities at wellness hub (e.g., specific use of Wellness Hub Walk Block); Rx pads for referral to 211; information sheets to attach to physical examination forms completed by physicians and returned to childcare providers for children entering preschool.</p> <ol style="list-style-type: none"> <li>2. Consult with 211 San Diego to assure that Lemon Grove resources for physical activity and nutrition education are included in 211’s database.</li> <li>3. Implement outreach program for healthcare providers and clinic staff serving Lemon Grove including public health nurses, school nurses, childcare providers, and parents to assure that messaging is consistent between and among these domains.</li> </ol>	
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Lemon Grove HEAL Zone CAP 3.0

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**Healthcare Educational Strategy:** Lemon Grove healthcare providers will reinforce the importance of healthy eating and physical activity environments and advocate for healthy eating and active living changes in the Lemon Grove community environment for young children.

<p><b>Goals and Outcomes:</b></p>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>2:</b> Decrease calorie consumption  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<p><b>Target Population Group (#)</b></p>	<p><b>Objective(s)</b></p>	<p><b>Activities (Lead Partner/Organization)</b></p>	<p><b>Timeline</b></p>

Lemon Grove HEAL Zone CAP 3.0

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<p>All Lemon Grove healthcare providers practicing within the city boundaries and/or serving Lemon Grove residents including two community clinics, Golden Avenue School clinic, private practices, public health nurses, school nurses, childcare providers, and parents</p>	<p>Outreach and training will be provided to Lemon Grove healthcare providers and staff designed to increase their knowledge and skills related to clinical practice improvements, healthy weight counseling, encouragement of breastfeeding, and improving community competency.</p> <p>Lemon Grove healthcare providers will routinely distribute educational materials to childcare and preschool providers encouraging them to implement wellness policies related to food/PA environments, as well as additional health information, such as healthy beverages and recommendations related to limit screen time for young children (i.e., 5210 messaging).</p> <ul style="list-style-type: none"> <li>• Use 5210 messaging to counsel and encourage patients and families to improve healthy eating and beverage consumption, and physical activity</li> <li>• Coordinate healthcare clinical efforts with early childcare providers to increase PA and improve nutrition in daycare settings</li> </ul>	<p><b>Lead:</b> HEAL Zone Healthcare domain  <b>Partners:</b> Golden Ave. School clinic, community clinics, private physicians, Kaiser Permanente, Rady Children’s Hospital, YMCA Childcare Resource Service</p> <ol style="list-style-type: none"> <li>1. Create educational materials about the importance of food/PA environments in early childhood settings using 5-2-1-0 messaging campaign</li> <li>2. Through outreach and training, distribute information to local healthcare providers and staff</li> <li>3. Healthcare providers will attach educational materials to forms that are returned to childcare/preschool providers after completing required physical examinations for young children entering these settings</li> </ol>	<p>April 2013</p>
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Lemon Grove HEAL Zone CAP 3.0

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Healthcare Promotional Strategy: Physicians will support HEAL Zone and community resources that support healthy eating and active living.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
All Lemon Grove healthcare providers practicing within the city boundaries and/or serving Lemon Grove residents including two community clinics, Golden Avenue School clinic, patients, public health nurses, school nurses, childcare providers, and parents	Use “green Rx” to refer patients and families to wellness hub and other local resources for physical activity and healthy eating (e.g., after-school programs, physical activity classes, community walking maps, nutrition education classes, HEAL Zone partnering restaurants and markets that provide healthy options)	<p><b>Lead:</b> HEAL Zone Healthcare Domain</p> <p><b>Partners:</b> Golden Ave. Clinic, Community Clinics, Kaiser Permanente, Rady Children’s Hospital, HEAL Zone Steering Committee</p> <ol style="list-style-type: none"> <li>1. Provide Lemon Grove health care providers with promotional resources (e.g., “green Rx” pads and 5-2-1-0 materials) to use and post</li> <li>2. Encourage physicians to refer Lemon Grove patients to the:               <ol style="list-style-type: none"> <li>a. Wellness hub for physical activity</li> <li>b. Local food outlets and restaurants offering healthy menu options</li> <li>c. Recreational Council (e.g., “Friends of the Park”) to enroll in physical activity classes</li> </ol> </li> </ol>	October 2013

Lemon Grove HEAL Zone CAP 3.0

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<b>Setting:</b> Local Government City of Lemon Grove			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b>			
The city of Lemon Grove does not have a comprehensive Community Health and Wellness Element in its General Plan that addresses land use as it relates to the socio-economic and environmental conditions that contribute to health disparities among Lemon Grove residents and are barriers to healthy eating and active living (environment, policy).			
<u>Healthy Eating:</u> The city does not have nutrition standards related to vending machines on city property (environment, policy, education).			
<u>Physical Activity:</u> In early 2011, the city eliminated its recreation department due to budget cuts, thereby leaving the residents of the city without access to affordable, community-based physical activity options (environment, policy, education, behavior).			
<b>Local Government Environmental Strategy #1:</b> Implement built environment changes related to nutrition/healthy food access, complete streets, bicycle and pedestrian safety, hazardous materials and contamination, air and water quality, housing quality, preventive medical care, homelessness, and violent crime.			
<b>Goals and Outcomes:</b>		<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li><b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> </ul>	
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	The City of Lemon Grove (LG) General Plan will implement built environment changes to City-owned open spaces including the wellness hub and established parks.	<p><b>Lead:</b> City of Lemon Grove</p> <p><b>Partners:</b> WalkSanDiego, CHIP Resident Leadership Academy (RLA) cohort members (i.e., LG HEAL Zone Community domain), SDSU Planning Department (potential partner), UCSD Urban Planning Department (potential partner)</p> <p><b>Technical Assistance:</b> SRTS National Partnership (TBD), Change Lab Solutions (TBD)</p> <ol style="list-style-type: none"> <li>1. Work with local consultant to discuss feasible built environmental change options (e.g., lane painting, landscaping, signage)</li> <li>2. Conduct planning meetings to engage input of community residents (e.g., Lemon Grove RLA existing and planned cohorts)</li> <li>3. Create required materials (e.g., signage, etc.)</li> <li>4. Seek additional outside funding for additional required materials</li> <li>5. Implement built environment changes in City-owned open spaces</li> </ol>	April 2014

Lemon Grove HEAL Zone CAP 3.0

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Local Government Environmental Strategy #2: Vending machines on city property will provide 100% healthy food and beverage options.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	The city of Lemon Grove will ensure all vending machines on city property will meet SB 12 ad SB 19 nutrition standards and offer 100% healthy food and beverage options.	<p><b>Lead:</b> City of Lemon Grove  <b>Partners:</b> SD COI, HEAL Zone Community, Faith, and Schools domains</p> <ol style="list-style-type: none"> <li>1. Review existing vending machine contractual agreements</li> <li>2. Consult with existing vending machine vendors and/or seek new vendors as necessary to discuss making changes to vending options</li> <li>3. Seek new healthy vending machine vendors</li> <li>4. Supply vendors with nutritional guidelines outlining changes to make food and beverage options healthy</li> <li>5. Monitor implementation</li> </ol>	April 2013

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**Local Government Policy Strategy #1:** Amend elements in the city’s General Plan as needed to ensure support and coordination with a newly created stand-alone health element linking city policy on land use and design with positive impacts on public health and wellbeing.

<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	The City of Lemon Grove’s (LG) General Plan will include a Community Health and Wellness Element.	<p><b>Lead:</b> City of Lemon Grove  <b>Partners:</b> WalkSanDiego, CHIP Resident Leadership Academy (RLA) cohort members (i.e., LG HEAL Zone Community domain), SDSU Planning Department (potential partner), UCSD Urban Planning Department (potential partner)  <b>Technical Assistance:</b> SRTS National Partnership (TBD), Change Lab Solutions (TBD)</p> <ol style="list-style-type: none"> <li>1. Engage consultant</li> <li>2. Conduct planning meetings to engage input of community residents (e.g., Lemon Grove RLA existing and planned cohorts)</li> <li>3. Conduct 2 walk audits</li> <li>4. Develop “complete streets” language and place-based street typologies for inclusion in health element</li> <li>5. Prepare a technical background report, develop land use alternatives, and prepare draft plan</li> <li>6. Prepare final plan and obtain approval from city council</li> </ol>	April 2013

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Local Government Policy Strategy #2: Implement citywide healthy food and vending policy at all city-sponsored meetings and events to support and enhance the Lemon Grove HEAL Zone and General Plan Health Element.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	The city of Lemon Grove will recommend that healthy food and physical activity options be made available at all meetings and events held on city property. The recommendations will be modeled after the <i>Eat Well Berkeley</i> healthy meeting guidelines and include adherence to basic nutrition guidelines for snacks and beverages, as well as activity breaks.	<p><b>Lead:</b> City of Lemon Grove  <b>Partners:</b> San Diego County Health &amp; Human Services Agency, County Parks &amp; Recreation Department, SD COI, HEAL Zone Community, Faith, and Schools domains</p> <ol style="list-style-type: none"> <li><b>1.</b> Consult with County HHSA to determine policy language based on the County’s healthy choice in vending policy</li> <li><b>2.</b> Hold planning meeting at city</li> <li><b>3.</b> Review <i>Eat Well Berkeley guide</i></li> <li><b>4.</b> Develop draft policy</li> <li><b>5.</b> Prepare final policy and obtain approval from city council</li> </ol>	April 2013

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Local Government Education/Promotion Strategy: Utilize existing local media and social networking promotional and outreach sources to support changes in the general plan, publicize activities, and promote local efforts related to the proposed Wellness Hub, and other HEAL Zone project strategies. Tie efforts to the 5-2-1-0 campaign and overarching communications plan.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	<p>Promote and support City improvement efforts using social media</p> <p>Promote health element changes and other HEAL Zone project activities through local media sources (e.g., LG Patch, Lemon Grove Gazette, faith and school newsletters, etc.)</p>	<p><b>Lead:</b> City of Lemon Grove  <b>Partners:</b> Lemon Grove Patch, All 9 HEAL Zone domains – including Media</p> <ol style="list-style-type: none"> <li>1. Create and implement a PR plan for publicity related to the wellness hub, general plan health element and other project strategies</li> <li>2. Establish a Facebook page and Twitter account to provide information and networking about project activities, including the City Youth Council</li> </ol>	October 2013

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<b>Setting:</b> Schools			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b> Lemon Grove schools do not always follow recommended nutrition and physical activity guidelines and do not always institute an environment that supports health. Lemon Grove School District (LGSD) employees do not model healthy behaviors: over 70% of Lemon Grove School District employees are insured by Kaiser Permanente and over 70% of these employees are overweight or obese.			
<b>Schools Policy Strategy:</b> Amend existing school district wellness policy to strengthen nutritional and physical activity environment for students and staff and increasing water consumption.			
<b>Goals and Outcomes:</b>	<b>Goals:</b> <b>1:</b> Increase consumption of healthy food and beverages <b>2:</b> Decrease calorie consumption <b>3:</b> Increase physical activity		
	<b>Outcomes:</b> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>	<b>Timeline</b>
School age children ages 5-13 and their families (n=3,381)	LGSD will strengthen the language in the district wellness policy to support the 5-2-1-0 messaging campaign (including importance of healthy beverages like water) and address fundraising activities, celebrations on campus, food as rewards, nutritional quality of food sold on campus, portion sizes, integrating physical activity into the classroom, required amount of physical education time, withholding physical activity as punishment, before and after school physical activity opportunities, special events such as student and employee celebrations, school meetings, physical activity in the school setting, ensure hydration stations are accessible during and after physical	<b>Lead:</b> LGSD <b>Partners:</b> PTA, COI Schools Domain <b>1.</b> Review existing policy <b>2.</b> Gather input from stakeholders including parents and HEAL Zone Steering Committee members <b>3.</b> Draft revised policy <b>4.</b> Consult with COI schools domain and circulate revised policy for review and comment <b>5.</b> School board will adopt revised policy <b>6.</b> Educate school staff regarding implementation <b>7.</b> Educate families regarding revised policy <b>8.</b> Follow up with implementation and enforcement	January 2013

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	activity, and enforcement.		
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Schools Environmental Strategy #1: Implement hydration stations in all Lemon Grove schools.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ul style="list-style-type: none"> <li><b>1:</b> Increase consumption of healthy food and beverages</li> <li><b>2:</b> Decrease calorie consumption</li> <li><b>3:</b> Increase physical activity</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
School age children ages 5-13 (n=3,381)	Provide all Lemon Grove schools with water stations so that children have access to clean, free drinking water per SB 1413.	<p><b>Lead:</b> LGSD</p> <p><b>Partners:</b> PTA, local service organizations</p> <ul style="list-style-type: none"> <li><b>1.</b> Identify cost-effective methods for providing water</li> <li><b>2.</b> Recruit service organizations (e.g., Kiwanis, Rotary, Soroptomists) to assist with procuring water stations</li> <li><b>3.</b> Implement in schools</li> </ul>	April 2013

Lemon Grove HEAL Zone CAP 3.0

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Schools Environmental Strategy #2: In collaboration with community partners, implement a volunteer program designed to enhance before- and after-school physical activities for students in all Lemon Grove schools.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
School age children ages 5-13 (n=3,381)	Increase opportunities for physical activity both before and after school for children in all Lemon Grove schools.	<p><b>Lead:</b> HEAL Zone Service Organization domain <b>Partners:</b> LGSD, PTAs, local service organizations, military, local universities</p> <ol style="list-style-type: none"> <li>1. Working with the “friends of the park” program, identify and establish partnerships with local organizations (e.g., U.S. Navy or Marines, San Diego State University’s Park and Recreation Program) to provide volunteers to develop and put into practice regular before- and after-school physical activities such as running/walking clubs, exercise challenges, etc.</li> <li>2. Implement in all Lemon Grove schools</li> </ol>	October 2014

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Schools Educational Strategy #1: Implement parent engagement trainings to encourage support of district wellness policy.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
School age children ages 5-13 and their families (n=3,381)	Implement parent engagement trainings using California Project LEAN’s “ <i>Parents in Action: Guide to Engaging Parents in Local School Wellness Policy</i> ” and 5210 messaging so parents better understand their role in supporting and advocating for comprehensive school wellness policies.	<p><b>Lead:</b> LGSD</p> <p><b>Partners:</b> California Project LEAN, PTA</p> <ol style="list-style-type: none"> <li><b>1.</b> Develop timeline for trainings</li> <li><b>2.</b> Revise trainings to reflect LGSD policy</li> <li><b>3.</b> Publicize trainings and recruit parents</li> <li><b>4.</b> Implement trainings</li> </ol>	June 2013

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Schools Educational Strategy #2: Implement employee wellness program for LGSD employees.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
LGSD employees (n=412) (Note: LGSD is the largest employer in Lemon Grove)	Implement a worksite wellness program for LGSD employees to encourage healthy eating and active living and to role model these behaviors for children in school and encourage staff to utilize hydration stations to increase consumption of water during schools hours.	<p><b>Lead:</b> Kaiser Permanente</p> <p><b>Partners:</b> LGSD</p> <ol style="list-style-type: none"> <li>1. Review overweight/obesity data</li> <li>2. Modify existing Kaiser Permanente "HealthyWorks" program and existing local KP employee wellness programs as appropriate for LGSD employees</li> <li>3. Implement employee wellness program</li> </ol>	October 2013

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Schools Educational Strategy #3: Provide training for LGSD food services staff			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
LGSD employees (n=412) (Note: LGSD is the largest employer in Lemon Grove)	Regional chefs and restaurant owners will implement 3 training sessions (1 training per school year) at LGSD central kitchen (located in wellness hub) with LGSD food services staff designed to increase their skills and ability to incorporate more produce and less processed foods into school meals and snacks.	<p><b>Lead:</b> Local chefs</p> <p><b>Partners:</b> LGSD</p> <ol style="list-style-type: none"> <li>a) Review current district food services practices</li> <li>b) Create training curriculum in consultation with LGSD</li> <li>c) Conduct training sessions</li> <li>d) Provide ongoing technical assistance/consultation, as necessary</li> </ol>	October 2015

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Schools Promotional Strategy: Promote and advertise healthy eating/active living and Lemon Grove HEAL Zone events and activities using 5-2-1-0 messaging.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1: Increase consumption of healthy food and beverages</li> <li>2: Decrease calorie consumption</li> <li>3: Increase physical activity</li> </ol> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
School age children ages 5-13 and their families (n=3,381)	<p>Provide ongoing promotional support for healthy eating, active living, Lemon Grove HEAL Zone activities, events and usage of school fields and facilities, especially those in the wellness hub area.</p> <p>Promote 5210 messaging to promote and educate parents, children, and staff on the importance of increasing physical activity and drink water instead of sugar-sweetened beverages.</p>	<p><b>Lead:</b> HEAL Zone Media domain</p> <p><b>Partners:</b> LGSD, HEAL Zone Project Manager, local chefs</p> <ol style="list-style-type: none"> <li>1. Using 5-2-1-0 messaging, provide information related to Lemon Grove HEAL Zone activities, healthy eating and active living to parents, students, staff and other LGSD stakeholders</li> <li>2. Include information in school newsletters and in all-call system (which leaves phone messages for all LGSD parents)</li> <li>3. Create presence on Facebook and Twitter to publicize Lemon Grove HEAL Zone activities and events</li> <li>4. Conduct special community events with local chefs at wellness hub</li> </ol>	October 2015

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Schools Educational Strategy #4: Implement Kaiser Permanente’s Educational Theatre into Lemon Grove schools.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>2:</b> Decrease calorie consumption</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
School age children ages 5-13 (n=3,381)	Conduct “Amazing Food Detective” presentations at all Lemon Grove schools.	<p><b>Lead:</b> Kaiser Permanente</p> <p><b>Partners:</b> LGSD, PTAs</p> <ol style="list-style-type: none"> <li>1. Work with LGSD staff and PTAs to build support for and schedule presentations at all Lemon Grove schools</li> <li>2. Promote presentations through school newsletters, reverse calls, and other school-based communications</li> </ol>	April 2013

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<b>Setting:</b> Wellness Hub			
<b>Describe the barriers and assets to healthy eating and physical activity in this setting. Identify the type of barrier and asset (policy, environment, education, behavior, etc.)</b>			
<p><b>Healthy Eating:</b> Lack of green space and safe places to exercise and play, as well as a lack of availability and accessibility to fresh foods creates tangible barriers to healthy eating and physical activity.</p> <p><b>Physical Activity:</b> The LGSD Youth Nutrition Council performed a neighborhood assessment around the wellness hub area and determined this area “not walkable at all” due to safety and infrastructure issues, lack of park space, and lack of pedestrian use (environment, policy). In early 2011, the city of Lemon Grove closed its recreation department due to lack of resources, leaving the residents of Lemon Grove without access to affordable community-based physical activity programming (environment, policy, education).</p>			
<b>Wellness Hub Environmental Strategy:</b> Create a wellness hub to bring together all the elements of healthy living in a centralized location to provide access to physical activity and healthy foods for the entire community in a safe environment.			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> <li>• <b>Education/Promotion</b> (Increased awareness, knowledge, skills and motivation among community members around active living and healthy eating)</li> </ul>		
	<b>Target Population Group (#)</b>	<b>Objective(s)</b>	<b>Activities (Lead Partner/Organization)</b>
Residents of Lemon Grove 26,131	Efficiently use existing resources to begin utilizing the space in and around the proposed Wellness Hub site for community physical activity (i.e., begin a Walk Block around the perimeter of the proposed wellness hub) and open all existing resources for community access to physical activity (e.g., softball field, tennis courts, basketball courts, gymnasium) during hours when they are not being used by the school or others.	<p><b>Lead:</b> LGSD</p> <p><b>Partners:</b> City of Lemon Grove, CHIP/COI staff, Lemon Grove RLA and YEAH leaders, Lemon Grove Youth Council, Lemon Grove Service Organizations (e.g., Lemon Grove Historical Society), All HEAL Zone Domains</p> <ol style="list-style-type: none"> <li>1. Coordinate with existing HEAL Zone partners to create a pre-infrastructure development Walk Block to encourage walking around the proposed Wellness Hub</li> <li>2. Utilize PhotoVoice and community needs assessment results to inform creation of Walk Block and other forms of physical activity the community would be interested in having</li> <li>3. Based on input from the PhotoVoice process, we will identify and capitalize on existing assets (e.g., opportunities for physical activity) to overcome barriers</li> </ol>	Short-term: December 2012

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	<p>Improve infrastructure and facilities at the wellness hub location through installation of lighting, water fountains, walking track improvements, signage, bike paths, and seating areas so that a safe and inviting area for physical activity is available to all community residents.</p>	<p>to community physical activity in and around the wellness hub area. Add an additional activity around implementation based on input from PhotoVoice)</p> <ol style="list-style-type: none"><li>1. Develop plan &amp; timeline for physical improvements</li><li>2. Identify costs for improvements</li><li>3. Identify cost-sharing opportunities</li><li>4. Meet with community to identify priorities</li><li>5. Begin phased implementation plan</li></ol>	<p>Long-term: September 2015</p>
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Wellness Hub Policy Strategy #1: Implement a robust Joint Use Agreement between the Lemon Grove School District and the City of Lemon Grove to allow for improved community access and use of school facilities and fields, including the wellness hub as well as city-owned property			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p>1: Increase consumption of healthy food and beverages</p> <p>3: Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	Adopt a robust Joint Use Agreement (JUA) between LGSD, the City of LG and/or other community-based organizations to allow community members, sports leagues, and other groups to use playgrounds, athletic fields, pools, gymnasiums and other recreational facilities during after school hours and on weekends; allow community access to elementary school farm stand and/or farmers' market.	<p><b>Lead:</b> LGSD</p> <p><b>Partners:</b> City of Lemon Grove</p> <ol style="list-style-type: none"> <li>1. Planning meeting with LGSD and City of LG</li> <li>2. Research existing best practice examples of joint use agreements</li> <li>3. Identify additional community partners/organizations, if necessary, to include in joint use agreements</li> <li>4. Prepare draft joint use agreement and obtain input from all parties</li> <li>5. Draft and execute joint use agreement</li> </ol>	September 2013

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Wellness Hub Policy Strategy #2: Implement policies (for LGSD and City of LG) that set nutrition standards requiring only “healthy” foods to be sold within the wellness hub			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
Residents of Lemon Grove 26,131	Leverage proposed healthy food procurement and vending policies (i.e., Local Government sector policy strategy) to develop complementary school district and city policies that allow only “healthy” food options to be sold through vending machines, on-site sales or concessions within the wellness hub area.	<p><b>Lead:</b> LGSD  <b>Partners:</b> San Diego County HHS, San Diego Department of Parks &amp; Recreation, City of Lemon Grove</p> <ol style="list-style-type: none"> <li><b>1.</b> Research existing best practice examples of healthy food/concessions policies and nutrition standards</li> <li><b>2.</b> Prepare policy language and obtain input from all parties</li> <li><b>3.</b> Draft and execute policies</li> </ol>	April 2014

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Wellness Hub Promotional Strategy #1: Promote programs, opportunities, events and activities at the wellness hub through multi-sectoral outreach and promotion by all project partners			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b>  <b>1:</b> Increase consumption of healthy food and beverages  <b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
	Work with the proposed Recreation Council (e.g., "Friends of the Park") and/or other community-based organizations to coordinate and schedule regular community events at the wellness hub, which might include physical activities (LG Olympics, Walk Block, Yoga, Pilates, etc.) or other wellness-related activities (nutrition education, healthy cooking demos, etc.)	<p><b>Lead:</b> HEAL Zone Service Organization domain  <b>Partners:</b> HEAL Zone Project Manager, Lemon Grove Library, all HEAL Zone Domains, LGSD, City of Lemon Grove</p> <ol style="list-style-type: none"> <li><b>1.</b> Use results from community needs assessment to identify existing recreational activities and collect information about community interests</li> <li><b>2.</b> Coordinate with organizations offering physical activity to create a master schedule</li> <li><b>3.</b> Maintain master schedule and promote class offerings</li> </ol>	April 2013

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Wellness Hub Promotional Strategy #2: Promote and advertise healthy eating/active living and Lemon Grove HEAL Zone events and activities using 5-2-1-0 messaging and physical activity opportunities at the wellness hub			
<b>Goals and Outcomes:</b>	<p><b>Goals:</b></p> <p><b>1:</b> Increase consumption of healthy food and beverages</p> <p><b>3:</b> Increase physical activity</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• <b>Nutrition and Physical Activity</b> (Improved access to healthy foods and beverages, and to physical activity in community settings)</li> <li>• <b>Policy</b> (Improved community and organization policies relating to healthy eating and active living)</li> </ul>		
Target Population Group (#)	Objective(s)	Activities (Lead Partner/Organization)	Timeline
	<p>All sectors of the community and all project partners/strategies will provide consistent 5210 messaging and promote the healthy eating and physical activity opportunities at the wellness hub through:</p> <ul style="list-style-type: none"> <li>• Local media promotion through the Lemon Grove Patch</li> <li>• Local promotion through the Lemon Grove Library, City of LG, LGSD, early childhood providers, local businesses and other community/project partners</li> <li>• Social network promotions</li> <li>• Physicians at local community clinics and school-based clinic (i.e., healthcare sector strategies) writing prescriptions for healthy food access at farm stand/farmers' market and physical activity through use of the facilities (e.g., walking on Walk Block and proposed walking track), programs and classes available at the wellness hub</li> </ul>	<p><b>Lead:</b> HEAL Zone Media domain (e.g., Lemon Grove Patch)</p> <p><b>Partners:</b> HEAL Zone Project Manager, Lemon Grove Library, City of Lemon Grove, all HEAL Zone Domains, LGSD, community clinics, celebrity chefs</p> <ul style="list-style-type: none"> <li><b>4.</b> Conduct media promotion</li> <li><b>5.</b> Conduct local promotion through project partners</li> <li><b>6.</b> Conduct social networking promotion (Facebook, Twitter)</li> </ul>	April 2013

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