



Business Domain

ABOUT THE BUSINESS DOMAIN

Business Domain meetings are held intermittently throughout the year. For information on attending these meetings, please contact the San Diego County Childhood Obesity Initiative at 858.609.7964 or [email](#).

DOMAIN CHAMPIONS

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DOMAIN SUMMARY

The Business Domain is comprised of business leaders committed to practices that make good health and business sense. This domain workgroup supports and leverages the ingenuity of businesses to create a healthier workplace, workforce and community. The Business Domain offers businesses a place to share and develop policy and environmental strategies that contribute to the prevention and reduction of childhood obesity and partner with organizations that can help in their implementation.

BUSINESS DOMAIN STRATEGIES

The following is a partial list of strategies that aim to engage businesses in the prevention of childhood obesity. A complete list of strategies can be located in the [Call to Action: Childhood Obesity Action Plan](#).

- Understand the business case for wellness and adopt the following practices:
 - Create a workplace environment that supports a safe, healthy lifestyle
 - Recognize wellness and employee health as an investment and priority for upper management
- Promote the development of healthy food retail establishments (e.g., farmers' markets, local food/produce outlets) in all communities, with special emphasis on eliminating food deserts—areas with limited access to affordable, nutritious foods.
- Encourage the development of healthy retail and business establishments through incentive programs and simplified permitting processes.
- Develop marketing strategies that promote healthy food and physical activity options.
- Model healthy eating and active living in all business settings.

For a complete list of business domain strategies, please see the [Call to Action: Childhood Obesity Action Plan](#).

Domain partners are working with local businesses to achieve these strategies through the following activities:

- Engage community, faith, youth, grassroots, and public organizations to support and advocate for healthy policy and environmental change.
- Provide resources, technical assistance, and support to organizations in making policy and environmental changes.

ACCOMPLISHMENTS

These common ambitions and commitment to local policies and planning efforts have provided domain partners with the right tools for success. Recent accomplishments include:

- Identifying partnership opportunities between businesses and Initiative domain partners to work together to build a healthier future such as partnership with Whole Foods Markets in support of school gardens.
- Assisting Chef Jeff Rossman with information and commentary on childhood obesity for his book about San Diego County's local agriculture and community.
- Providing marketing and publicity support to the Halloween Candy Buy Back 2010, a fundraiser that yielded approximately two tons of candy from local dental and pediatric offices countywide.

OBESITY PREVENTION ACTIVITIES FOR CHILDREN AGE 0-5

The following activities provide support to San Diego County children age 0-5:

- Supporting local farm to institution practices that increase access to healthy foods in institutions serving children, ages 0-5, and support local economic development.
- Supporting farmers' markets to accept CalFresh, debit and credit cards.
- Promoting the adoption of lactation accommodation policies in the business community.
- Conducting the "Halloween Candy Buy-Back" program.

Are you interested in becoming a partner or receiving more information on the San Diego County Childhood Obesity Initiative? Visit our web site at www.OurCommunityOurKids.org and click "[Get Involved](#)".

CONTACT INFORMATION

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