

DOMAIN ACTIVITIES 2010/2011

The San Diego County Childhood Obesity Initiative works with hundreds of organizations to collaboratively address the root causes of childhood obesity and create healthier environments that increase the ability of children and families to engage in healthy eating and physical activity. This document lists several of our collective activities helping to shape a healthier future.



GOVERNMENT DOMAIN

Engaging government entities throughout San Diego County to sponsor and promote opportunities for families to live healthier lives.

- Facilitating workshops to bring together partners to collaborate on building healthier communities, such as Uniting Redevelopment and Public Health and the Biannual Legislators Breakfast series.
- Participating on the San Diego Association of Governments (SANDAG) Public Health Stakeholder Group.
- Developing a Recreation Master Plan through the County of San Diego's Parks and Recreation Department that will lay the groundwork for certification by the National Recreation and Parks Association.



HEALTHCARE DOMAIN

Engaging healthcare systems and providers to include obesity prevention in routine clinical practice and providing resources, training and outreach to physicians and healthcare staff.

- Enhancing clinical practice by providing continuing medical education training for healthcare providers in areas such as obesity prevention and treatment, cultural competency, and physician advocacy.
- Connecting partners through identification of areas of interest, need, and expertise.
- Supporting Women, Infants, and Children (WIC) agencies' efforts to educate pediatricians and OB/GYNs about WIC services, the importance of breastfeeding, and key messages related to childhood obesity prevention.



SCHOOLS AND AFTER-SCHOOL DOMAIN

Assisting school staff, teachers, administrators and community residents to promote healthy nutrition and physical activity opportunities in schools and neighborhood environments.

- Providing trainings and support to schools and after-school providers in areas of nutrition, wellness policy implementation and physical activity.
- Collecting wellness policies from 40 San Diego County school districts and publishing them on the COI website for public information.
- Co-facilitating the Farm-to-School Task Force, a group that works to increase healthy and local foods in school meal programs.



EARLY CHILDHOOD DOMAIN

Assisting parents, teachers and childcare providers to promote healthy nutrition and physical activity with young children.

- Facilitating the promotion and expansion of a Farm-to-Preschool model that increases children's access to local produce and nutrition education.
- Supporting early childhood providers in assessment of wellness activities and policies to ensure healthy food and physical activity environments for children aged 0 to 5.



COMMUNITY DOMAIN

Enlisting and empowering community organizations, faith-based organizations, youth organizations and community residents to engage in creating healthier environments in their neighborhoods.

- Developing and implementing Youth Engagement & Action for Health (YEAH!), a program for youth engagement and advocacy with emphasis on improving nutrition and physical activity environments in local communities.
- Conducting an analysis of the 2009 Summer Meal Program, including identification of current sites, service gaps, and recommendations for program improvement.



MEDIA DOMAIN

Providing ongoing media outreach efforts to educate the media about policy and environmental change as it relates to childhood obesity and building healthier communities.

- Providing marketing and publicity support for all partners through the launch of social media such as website enhancements (www.OurCommunityOurKids.org) and a Facebook page (www.facebook.com/sdcoi).
- Creating a glossary of terms commonly used by partners in various domains to develop common language and messaging.
- Creating an ongoing recognition program to publicly highlight and acknowledge Initiative partners for their outstanding accomplishments.



BUSINESS DOMAIN

Inspiring the San Diego business community to provide businesses and their employees with opportunities for a healthier workplace, workforce and community.

- Identifying partnership opportunities between businesses and Initiative domain partners to work together, 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.
- Providing marketing and publicity support to the Halloween Candy Buy Back 2010, a fundraiser that yielded approximately two tons of returned candy from local dental and pediatric offices countywide.

ACCOMPLISHMENTS

The San Diego County Childhood Obesity Initiative and its partners have formed an effective collaboration to improve opportunities for healthy eating and active living for all San Diego County residents. Following is a partial list of accomplishments achieved by the Initiative and its partners.



ORGANIZATIONAL DEVELOPMENT

- Added a new manager to our staff to expand and develop the Initiative's relationships with elected officials, policy makers and other constituents throughout San Diego County.
- Revised the *Call to Action: San Diego County Childhood Obesity Initiative Action Plan*, the Initiative's guiding document.
- Conducted a strategic planning retreat to set direction through 2012.
- Enhanced the Initiative's web site, which is one of the most comprehensive obesity prevention resources in the nation, and created a Facebook page to share accomplishments and resources.

POLICY DEVELOPMENT & ENVIRONMENTAL CHANGE

- Provided leadership in uniting redevelopment agencies and public health advocates for the purpose of creating "healthy" redevelopment projects in under-resourced neighborhoods.
- Provided technical assistance and support to cities throughout San Diego County to ensure that general plan updates include health language and/or stand-alone health elements.
- Launched the Biannual Legislative Breakfast series, which focuses on topics related to policies that support healthy eating and active living.
- Provided leadership in establishing the Nutrition in Healthcare Leadership Team, an initiative that engages hospital systems to share best practices, identify opportunities, and encourage innovations that support a healthy and sustainable food system.

COMMUNITY ENGAGEMENT & AWARENESS

- Established Youth Engagement & Action for Health (YEAH!), a youth advocacy and community empowerment program that engages local youth and adult mentors in advocating for neighborhood improvements to enhance access to healthy foods and opportunities for physical activity.
- Taught a practicum course at San Diego State University's Graduate School of Public Health to educate graduate students about obesity prevention with an emphasis on policy and environmental change.
- Facilitated the South Bay faith advisory council to engage faith leaders from all traditions in the creation of healthy environments within faith communities.
- Promoted awareness among local media about policy/environmental change.
- Promoted and supported school, preschool and community garden programs.

EVALUATION

- Conducted in-depth evaluation of selected domain activities with an emphasis on evaluating effectiveness of policies and advocacy activities, such as analysis of the Breakfast in the Classroom program implemented at San Diego Unified School District, a case study of the ongoing work of the Government domain, and a review of the San Diego County Department of Parks and Recreation's healthy vending policy.
- Worked with San Diego State University on a research project funded by Robert Wood Johnson Foundation's Active Living Research funding program designed to provide evaluation of the YEAH! program.
- Worked with Altarum Institute and the County of San Diego Health & Human Services Agency to support the San Diego Regional Immunization Registry's body mass index (BMI) pilot data evaluation to assist in development of a reliable, sustainable mechanism for childhood obesity surveillance.

For more information, please visit our web site at www.OurCommunityOurKids.org or call (858) 609-7964.

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