

BACKGROUND

San Diego County Childhood Obesity Action Plan

With more than one in four children in San Diego County overweight or obese, the childhood obesity epidemic has a significant impact on the health of San Diego families¹. In October 2004, at the recommendation of County Supervisors Ron Roberts and Pam Slater-Price, the San Diego County Board of Supervisors voted unanimously to support the creation, coordination, and implementation of a county-wide plan to end childhood obesity. This effort expanded upon the work of the Coalition on Children and Weight San Diego and was supported by Community Health Improvement Partners (CHIP), County of San Diego Health and Human Services Agency (HHSA) staff, and other partners. A steering committee comprised of community stakeholders from both public and private sectors directed the process for developing recommended strategies and action steps for reducing and preventing childhood obesity.

After a year-long process that included a rigorous literature review, expert work groups, key informant interviews, and input from community residents, the Call to Action: *San Diego County Childhood Obesity Action Plan (Action Plan)* was published in January 2006. The *Action Plan* emphasizes policy and environmental changes with the recognition that it is easier for individuals to make healthy choices to reduce and prevent childhood obesity when the physical and social environment in which they live supports these choices.

San Diego County Childhood Obesity Initiative

Immediately following publication of the *Action Plan*, the San Diego County Childhood Obesity Initiative (Initiative) was formed to engage community partners and assure effective implementation of the strategies outlined in the plan. With core funding from the First 5 Commission of San Diego County and the County of San Diego HHSA, and additional capacity building funding from The California Endowment, CHIP was engaged to direct the Initiative. The Initiative is guided by a leadership council comprised of members of the former *Action Plan* steering committee and other key stakeholders.

The Initiative was established as a public/private partnership and this collaborative spirit guides its work. By engaging agencies, institutions, organizations, neighborhoods, and individuals to work together to combat childhood obesity, the Initiative is leveraging existing resources and promising practices and inspiring new partners to join the cause. The Initiative has developed an infrastructure that includes engagement of volunteer leaders or “champions” in each domain; engagement of new and existing partners; ongoing domain meetings; and quarterly domain council meetings, at which domain champions share their work and identify cross-collaborative opportunities.

¹California Department of Education

MISSION STATEMENT

The San Diego County Childhood Obesity Initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.

VISION

We envision healthy kids and healthy options for all families no matter where they live, work, play, or go to school.

PURPOSE

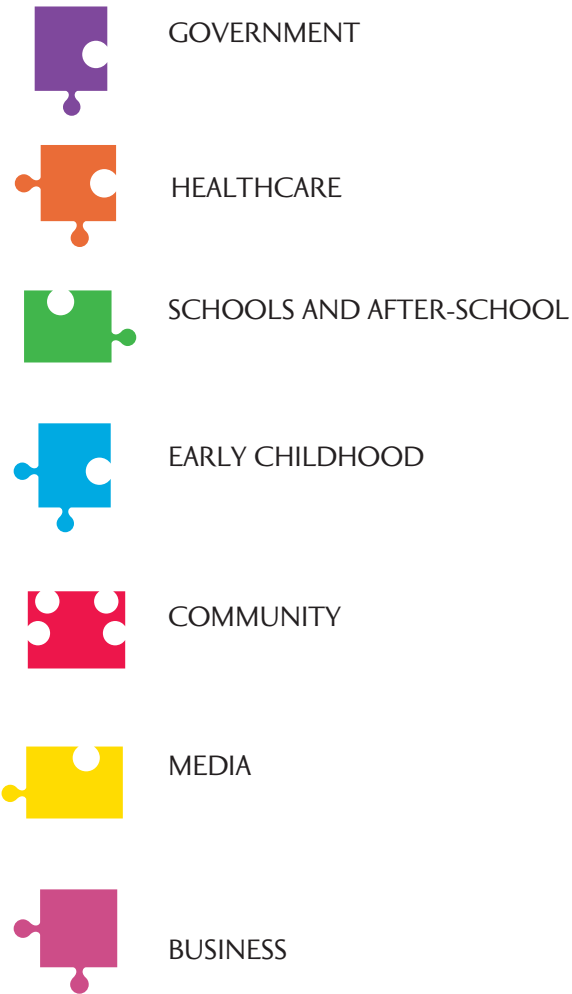
The purpose of the San Diego County Childhood Obesity Initiative is to create, support, and mobilize partnerships among multiple domains; provide leadership and vision; and coordinate county-wide efforts to prevent and reduce childhood obesity.

GOALS

- Increase opportunities for all children and families to access and eat healthful foods in a culturally-appropriate manner.
- Increase opportunities for all children and families to engage in physical activity in an inclusive and culturally-appropriate manner.
- Increase other opportunities to enhance economic, social, service, and built environments.
- Promote operational excellence of the public/private partnership.

STRATEGIES

Achievement of each of the stated goals is guided by strategies identified in the *Action Plan* for each of the following domains:



VALUES

Respect

We show respect for each other and treat all as equal partners.

Communication

We communicate openly and maintain a safe environment to encourage honest dialogue.

Collaboration

We foster an environment of collaboration, not competition.

Integrity

We display integrity and professionalism.

“No epidemic has ever been resolved by focusing on the affected individual.”

— Dr. George Albee

GUIDING PRINCIPLES

We demonstrate innovation, optimism, creativity, and passion for our mission.

We strive to be inclusive and linguistically and culturally appropriate.

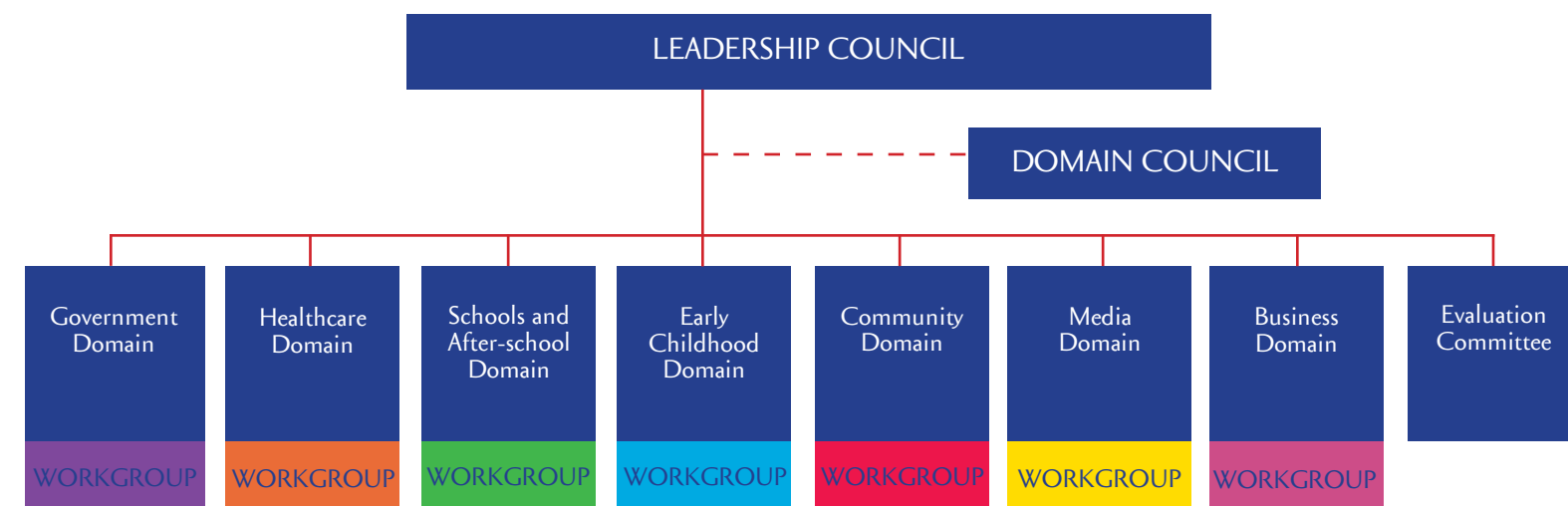
We share experiences, lessons learned, and promising practices.

We operate with fiscal integrity.

“It is unreasonable to expect people to change their behavior easily when so many forces in the social, cultural and physical environments conspire against such change.”

— Institute of Medicine

SAN DIEGO COUNTY CHILDHOOD OBESITY INITIATIVE ORGANIZATIONAL CHART



WHAT CAN YOU DO?

Everyone has a role to play in solving the childhood obesity epidemic because everyone has a stake in the outcome. We must all work together to assure that healthy food and physical activity choices are available to all San Diego County residents. No matter who you are or what you do, you can participate in making San Diego County a healthier place. To find out how you can participate, visit our web site at www.OurCommunityOurKids.org.

"I am familiar with many childhood obesity prevention efforts around the country, and most of them have a single focus with little or no coordination with others in their local areas. There are extremely few examples of comprehensive approaches to obesity prevention that work with multiple sectors of the community, represent public/private partnerships, and have some hope of making a difference. I point to the San Diego County Childhood Obesity Initiative as one of the best examples I have seen. If the San Diego Initiative can continue its excellent organizational work, build support across our diverse communities, and document what is working and what needs to be improved, our Initiative could improve the lives of thousands of San Diego children for years to come and be a model for the nation."

— James F. Sallis, PhD
Professor of Psychology, San Diego State University
Director, Active Living Research



STRATEGIC PLAN



Funded by:



Facilitated by:



FOR MORE INFORMATION:

www.OurCommunityOurKids.org
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