



San Diego Childhood Obesity Initiative – Domain Report April 2006

Domain	Activities
Business	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Met with Mike Nagy of the Greater San Diego Chamber of Commerce to discuss ideas about domain leadership and activities in the business domain. Suggestions included engaging businesses that have robust employee wellness programs such as Qualcomm; engaging builders by creating an incentive program; and inviting key leaders to the upcoming land use workshop. <p><u>Activities</u></p> <ul style="list-style-type: none"> • Invited to present at the Chamber’s Policy & Infrastructure Committees. • Invited to provide information about how obesity impacts business in the Chamber’s newsletter. • Nick has discussed the Action Plan with a representative from the Padres and will be following up by providing a copy of the plan.
General	<ul style="list-style-type: none"> • Met with The California Endowment to provide an update on the Childhood Obesity Initiative and discuss possible funding opportunities. They expressed an interest in funding a comprehensive evaluation effort that would measure the overall effectiveness of the Initiative. In addition, The Endowment may be interested in funding domain development, particularly in domains where there is the most potential for serving marginalized and underserved populations. • Pennysaver ads are now running in various neighborhood editions. • Completed a Community Awareness Plan for the Initiative. This plan will be delivered to County HHSA with the April monthly report and will be shared with the Leadership Council upon approval.

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| | <ul style="list-style-type: none">• Completed a Financial Strategic Plan for the Initiative. This plan will be delivered to County HHSA with the April monthly report and will be shared with the Leadership Council upon approval. |
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