

Health in All Policies: Before and After CPPW

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COUNTY OF SAN DIEGO



Before CPPW

- Actions to interject health in policies began in January 2006
 - Released “Call to Action: Childhood Obesity Action Plan”
 - Developed Childhood Obesity Initiative (COI)
 - Built internal and external capacity and momentum
 - Provides TA to all six Health & Human Service Area (HHSA) regions on an as needed basis

Built Environment Strategies

- **Government Domain Advisory Group (GDAG)**
 - Strengthen the working relationship between public health and the planning community.
 - Comprised of key members including:
 - SANDAG,
 - San Diego American Planning Association,
 - WalkSanDiego,
 - Urban Land Institute,
 - Newschool of Architecture, and
 - Others.

GDAG Outcomes

- **Mobilized Stakeholders**
 - **Growing Green, Growing Healthy Symposium**
 - Increase understanding of interrelated issues of health, development, and climate change
 - **Healthy General Plans Workshop**
 - Interactive training for all local city and county planners
- **Integration of Health Language in Plans**
 - **Regional Transportation Plan Update 2007**
 - Collaborated with SANDAG to integrate initial public health language into the RTP

Grant Opportunities

- **Health Equity by Design:**

- Successful joint submission (SANDAG, PHS, WalkSanDiego) of a Caltrans Environmental Justice Grant.
- Aims to reduce health disparities in a City Heights neighborhood through community-driven, transit-oriented development.
- Community engagement is a critical element in both the planning and execution of Health Equity by Design.
- PHS is providing leadership and oversight of the project.

Partnership & Activities

- **Healthy General Plans Campaign**
- **County of San Diego Department of Planning and Land Use, General Plan Update 2020**
- **Safe Routes to School**
- **Community Engagement**
 - Communities of Excellence (CX₃) projects
- **The Social, Economic and Environmental Task Force (SEE)**
- **Regional Food Systems**
 - Assessment and analysis

Highlight:

Healthy General Plans Campaign

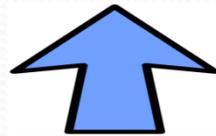
- Teamed up public health professionals and planners, within San Diego's local and regional governmental agencies.
- PHS promoted and assisted with the integration of health goals and policies into General Plan Updates.
- Prior to the campaign, PHS assisted the City of San Diego to integrate public health language into its General Plan.
- PHS is currently working with the Cities of Encinitas and La Mesa and National City to do the same.

Highlight: Community Engagement

- Communities of Excellence (CX3) projects.
- PHS provided leadership for two Communities of Excellence (CX3) projects in the cities of La Mesa and Chula Vista utilizing youth engagement.
- The CX3 project in La Mesa recently received a \$550,000 Safe Routes to School grant to improve school neighborhood sidewalks.
- As a result, La Mesa's City Council passed a Sidewalk Master Plan.
- The Chula Vista project resulted in neighborhood park improvements through advocacy with City Council, City planners, public safety, faith-based organizations and other policy makers.

Foundation for CCPW

Health Strategy 2020



**Chronic
Disease Agenda
Framework and
Strategy
(2009)**

**Childhood
Obesity
Initiative
(2006)**

**Nutrition
Security
Plan
(2008)**



Why apply for CPPW?

Why address obesity With this approach?



The Picture in San Diego

Overweight or obese:

- More than 1 in 2 adults
- 1 in 3 middle school students



ARRA Communities Putting Prevention to Work Community Awards

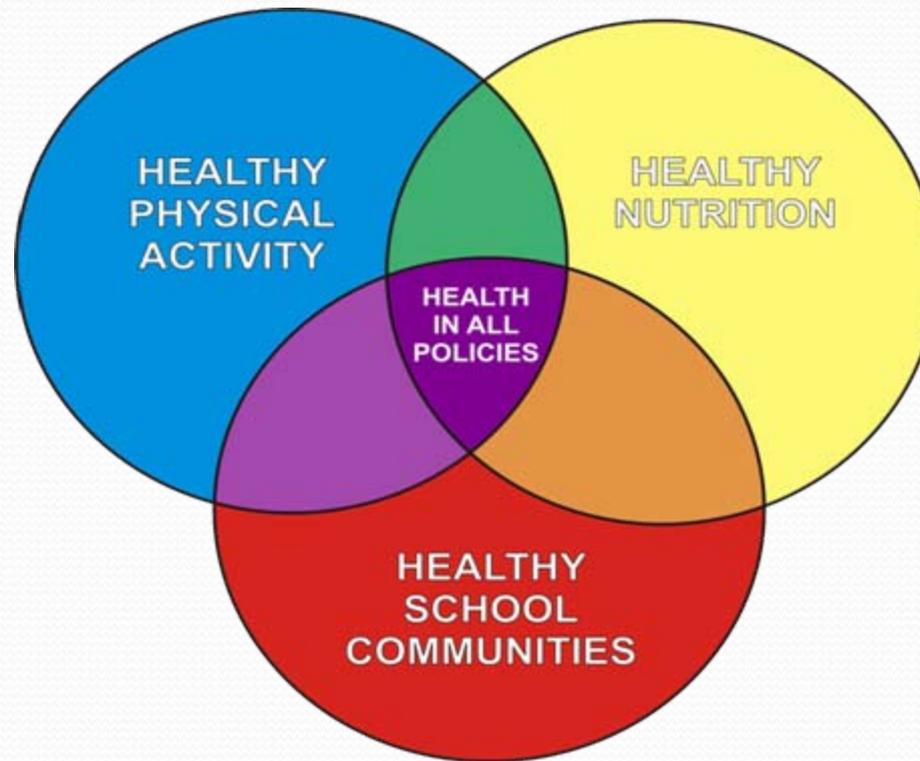


Communities Putting Prevention to Work (CPPW) Purpose

To create healthier communities through sustainable, proven, population-based approaches such as broad-based policy systems and organizational changes in communities and schools.



Since CPPW - The Framework



Centers for Disease Control and Prevention ,
U.S. Department of Health and Human Services &
American Recovery and Reinvestment Act (# 9391055)

CPPW – San Diego

- Focus on the built environment to increase physical activity
- Increasing availability of fresh produce in communities and facilitating breastfeeding workplace policies
- Improving nutrition and increasing physical activity in schools



Healthy Physical Activity –

Contractor: SANDAG



- Incorporate impacts on health into planning
- Increase walking or biking as part of commutes
- Countywide plan for Safe Routes to School

Healthy Nutrition –

Contractor: UCSD



- Regional food distribution center and improve access to fresh food
- Facilitate school and community gardens
- Increase access to fresh produce for at risk populations
- Increase workplace breastfeeding policies



Healthy School Communities –

Contractor: SDCOE



- Increase physical activity in schools
- Improve access to nutritious foods, including breakfast, in schools

Health in All Policies –

Partner: California Department of Public Health



- Partners across California to consider health in all policies
- Joint use policies at schools

Other Overarching Projects

- Resident Leadership Academy
 - Community Health Improvement Partners
- Intergenerational strategies
 - Aging & Independence Services
- Community BMI Surveillance
 - San Diego Immunization Registry
- Local media campaign
 - University of California, San Diego
- Evaluation
 - San Diego State University

Opportunities



Photo credit: Tim Wagner for HEAC

- Childhood Obesity Initiative
 - For community members
 - CPPW activities incorporated in domain discussions
- Resident Leadership Academy
 - For community members
- Safe Routes to School
 - For communities and schools
- Healthy Communities Campaign
 - For municipalities

Sustainability

- Built upon changes to policy, systems, and the environment.
- Health Strategy Agenda is the long-term framework
- Nutrition Security Plan
- Collaboration
 - Childhood Obesity Initiative
- Community engagement



Working on Solutions at All Levels



Individuals

Families

Neighborhoods

Businesses

**Government Policies and
Laws**

Questions?



COUNTY OF SAN DIEGO



HHSA
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