



Community Transformation Grant

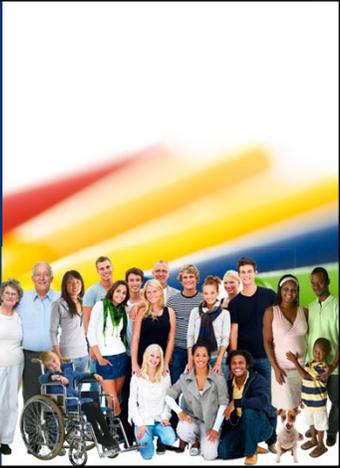


San Diego County

CTG Strategic Alignment!



Connecting the Dots with Live Well, San Diego!



Foundation

- Childhood Obesity Action Plan, 2004
- Childhood Obesity Initiative, 2006
- Chronic Disease Agenda, 2008
- Nutrition Security Plan, 2009
- CPPW (Healthy Works)
- Live Well, San Diego!



Health & Human Services Agency



3	FOUR	50
BEHAVIORS	DISEASES	PERCENT
TOBACCO USE POOR DIET NO EXERCISE	HEART DISEASE TYPE 2 DIABETES LUNG DISEASE CANCER	PERCENT OF DEATHS





Key Winnable Public Health Battles for the United States

- Tobacco** (Icon: Cigarette with prohibition sign)
- Nutrition, Physical Activity, Obesity and Food Safety** (Icon: Grocery bag with produce)
- Healthcare-Associated Infections** (Icon: Hospital room)
- Motor Vehicle Injuries** (Icon: Hand on seatbelt)
- Teen Pregnancy** (Icon: Group of young people)
- HIV** (Icon: Red awareness ribbon)

HHS
 HEALTH AND HUMAN SERVICES

CTG Strategic Interventions!

What Will We Do?

The image shows several people in business attire climbing a staircase that is constructed from large white puzzle pieces. The scene is set against a dark blue background with the text "CTG Strategic Interventions!" and "What Will We Do?".

Table 4: County of San Diego Community Transformation Implementation Plan

1. Tobacco Free Living	2. Active Living & Healthy Eating	3. Increase Use of Clinical Preventive Services	4. Social & Emotional	5. Healthy & Safe Physical Environment
Prevent & Reduce Tobacco Use	Prevent / Reduce Obesity, Increase PA and Improve Nutrition	Increase Control of High BP & High Cholesterol; Increase Access & Demand for High Impact Preventive Services	Increase Child and Adolescent Health and Wellness	Increase Bicycling & Walking for Transportation & Pleasure; Improve Community Environment to Support Health
<ul style="list-style-type: none"> 1.1 Prevent people from second hand smoke** 1.2a Workplace Policies 1.2b Transportation Policies 1.2c Multi-City Smoking 	<ul style="list-style-type: none"> 2.1 Increase availability and affordability of healthful foods 2.2a Expanded Food Service Alliance 2.2b Healthy Food Systems 2.2c Farm to Schools 2.2d Urban Farm Ag Planning Policies 2.2e Improve school nutrition 2.2f Improving School Meals 2.2g Safe Schools 2.2h Improve quality & amount of school PE & PA 2.2i MVPA 2.2j PA Before, During & After School 2.2k Increase PA opportunities in the community and workplace 	<ul style="list-style-type: none"> 3.1 Provide training & TA to implement systems to improve delivery of services consistent with CQSTP recommendations 3.2a Increase Appropriate Clinical Care of HTN & Hypertension** 3.2b Workplace Wellness 	<ul style="list-style-type: none"> 4.1 Increase effective parenting practices 4.2a Youth Family Partnership 	<ul style="list-style-type: none"> 5.1 Establish community design standards to make streets safe for all users 5.2a Complete Street Policy & Implementation 5.3 Establish community process to assess the impact of community health & well-being 5.4a Health Support Assessment Program
<p>LEGEND:</p> <ul style="list-style-type: none"> Strategic Direction Strategic Goal CQST Strategy Community Transformation Plan <p>** Data not available per POA</p>				

HHS
 COUNTY OF SAN DIEGO
 HEALTH AND HUMAN SERVICES

Strategic Direction #1

- **Tobacco Free Living**
- **Goal:** Prevent and Reduce Tobacco Use
- **Strategy/Interventions:**
 - Protect from 2nd-hand smoke*
 - Worksite policies
 - Procurement policies
 - Increase smoke-free, multi-unit housing



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Strategic Direction #2

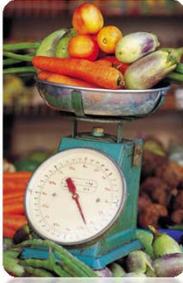
- **Active Living and Healthy Eating**
- **Goal:** Prevent/Reduce Obesity, Increase Physical Activity; Improve Nutrition in Accordance with the Dietary Guidelines for Americans 2010.



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Strategic Direction #2

- **Strategy/Interventions:**
 - ↑ Availability/affordability of foods
 - Regional Food System Alliance
 - Healthy Food Systems
 - Farm to Institution
 - Urban/Rural Ag Planning Policies
 - Improve school nutrition
 - Improve school meals
 - Salt savvy schools



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Strategic Direction #2

- **Strategy/Interventions:**
 - Improve quality & amount of PE/PA
 - MVPA
 - PA before, during, after school
 - PA opportunities in community/workplace
 - ↑ PA opportunities
 - Implement SRS strategic plan
 - Healthy/Active Guidelines & Standards
 - Regional PH Element for LU&T plans
 - Active Transportation & PH Evaluation Institute



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Strategic Direction #3

- **Clinical Preventive Services**
- **Goal:** Increase control of *high blood pressure* and high *cholesterol*.
- **Strategy/Interventions:**
 - Provide training and TA
 - Increase care of ↑HTN/Chol
 - Workforce Wellness



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Strategic Direction #4

- **Social and Emotional Wellness**
- **Goal:** Increase child and adolescent health and wellness
- **Strategy/Interventions:**
 - Promote Effective Parenting
 - Nurse Family Partnership
 - First 5 Healthy Development



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Strategic Direction #5

- **Healthy and Safe Physical Environment**
- **Goal:** Increase bicycling and walking for transportation and pleasure
- **Intervention Highlights:**
 - Establish community design standards for safe streets
 - Complete Streets Policy and Implementation
 - Establish protocols to assess community health and wellness
 - Health Impact Assessment



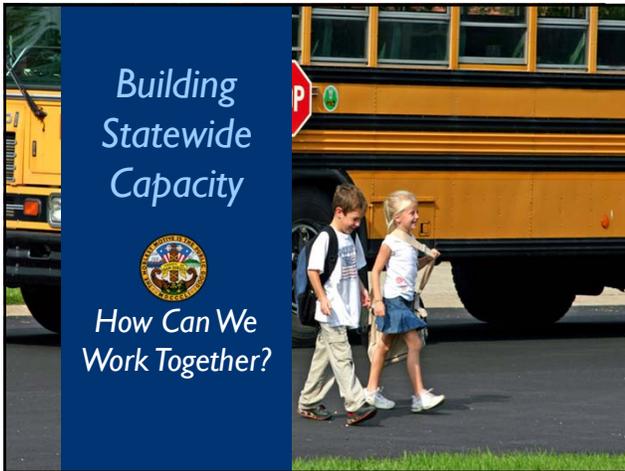
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Leverage

- **Other Funding Opportunities:**
 - SNAP Ed
 - CalFresh recipients
 - NFP
 - Low-income, first time mothers/children (SD#4)
 - First 5
 - 0-5 y.o. population and pregnant women



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Building Statewide Capacity

How Can We Work Together?




Collaboratives

- **Southern CA**
 - Los Angeles & San Diego
- Form other regional collaboratives/include State participants
- Statewide Chronic Disease network



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Next Steps

- Submit modified budget
- Attend grantee meeting – **Oct 24-27**
- Attend leadership team/coalition meeting **Dec 5-8**




Live Well, San Diego!



Questions!