



# *Community Transformation Grant*



*San Diego  
County*



# *CTG Strategic Alignment!*

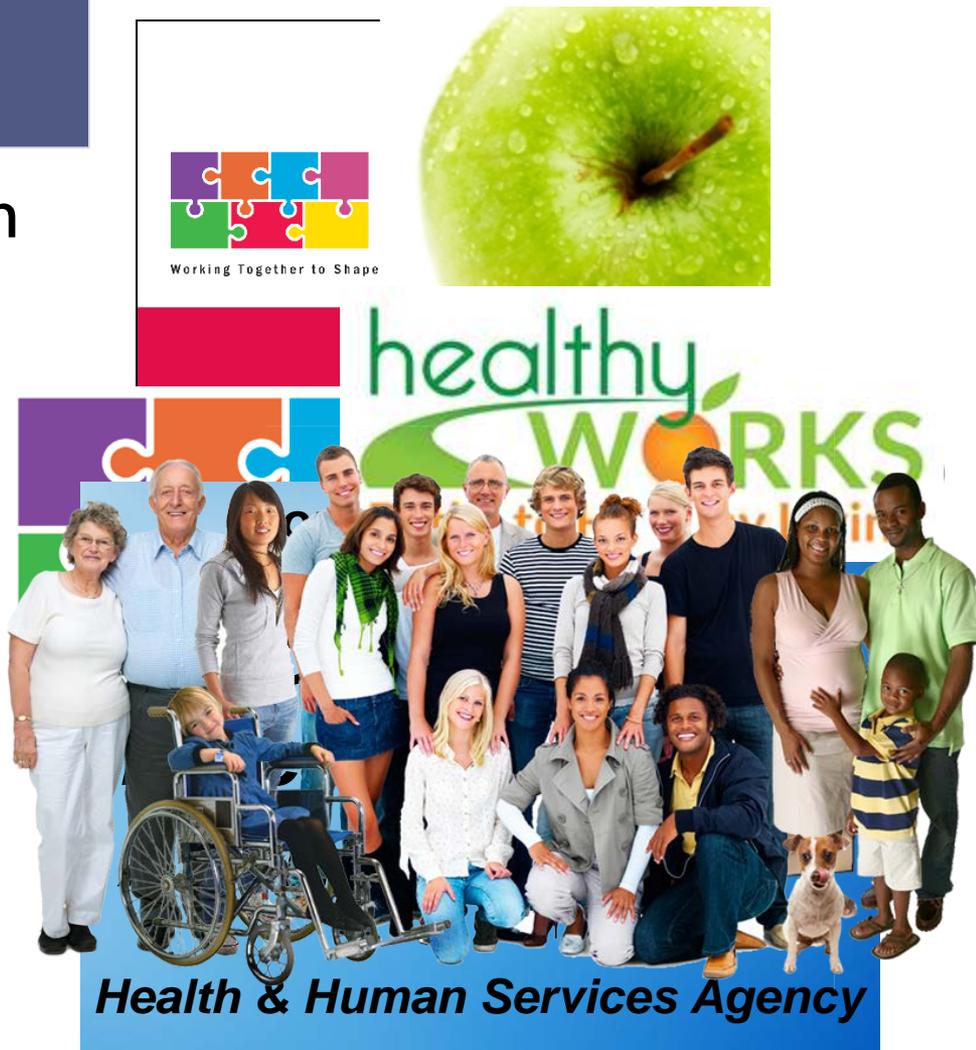


*Connecting  
the Dots with  
Live Well,  
San Diego!*



# 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!



**3**

**FOUR**

**50**

**BEHAVIORS**

**DISEASES**

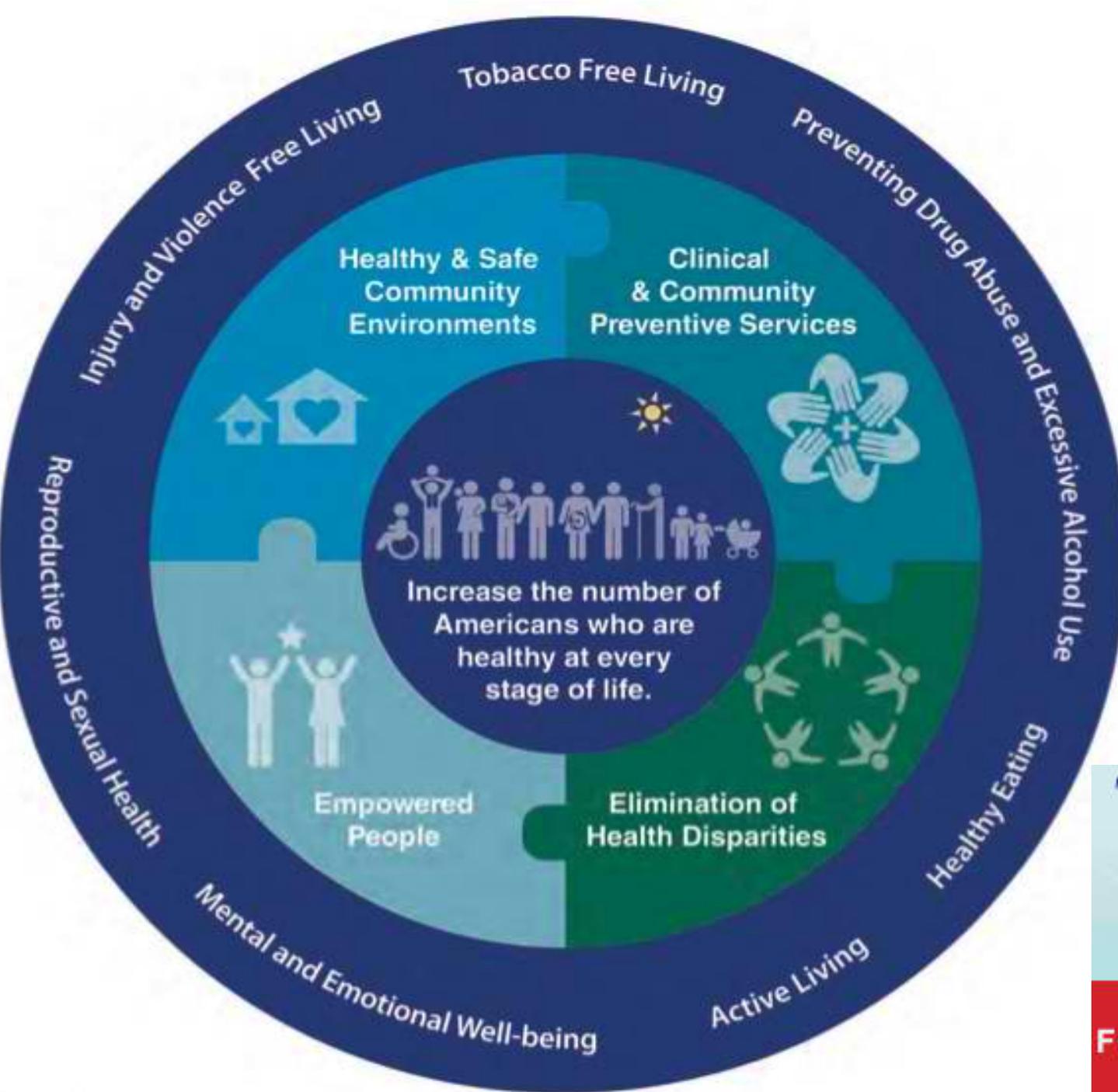
**PERCENT**

**TOBACCO USE  
POOR DIET  
NO EXERCISE**

**HEART DISEASE  
TYPE 2 DIABETES  
LUNG DISEASE  
CANCER**

**PERCENT  
OF  
DEATHS**





**1 Goal**  
**4 Focus Areas**  
**7 Objectives**

The National  
 Prevention  
 Strategy

**AMERICA'S PLAN  
 FOR BETTER HEALTH  
 AND WELLNESS**

# Key Winnable Public Health Battles for the United States

Tobacco



Nutrition,  
Physical Activity,  
Obesity and  
Food Safety

Healthcare-  
Associated  
Infections



Motor  
Vehicle  
Injuries

Teen  
Pregnancy



HIV

# *CTG Strategic Interventions!*



*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
<p><b>Prevent &amp; Reduce Tobacco Use</b></p>	<p><b>Prevent / Reduce Obesity; Increase PA and Improve Nutrition</b></p>	<p><b>Increase Control of High BP &amp; High Cholesterol; Increase Access &amp; Demand for High Impact Preventive Services</b></p>	<p><b>Increase Child and Adolescent Health and Wellness</b></p>	<p><b>Increase Bicycling &amp; Walking for Transportation &amp; Pleasure; Improve Community Environment to Support Health</b></p>
<p><b>1.1 Protect people from second hand smoke *</b></p> <p>1.1a Worksite Policies 1.1b Procurement Policies</p> <p><b>1.2 Increase smoke-free multi-unit housing</b></p> <p>1.2a Multi-Unit Housing</p>	<p><b>2.1 Increase availability and affordability of healthful foods</b></p> <p>2.1a Regional Food System Alliance 2.1b Healthy Food Systems 2.1c Farm to Institution 2.1d Urban/Rural Ag Planning Policies</p> <p><b>2.3 Improve school nutrition</b></p> <p>2.3a Improving School Meals 2.3b Salt Savvy Schools</p> <p><b>2.4 Improve quality &amp; amount of school PE &amp; PA</b></p> <p>2.4a. MVPA 2.4b. PA Before, During &amp; After School</p> <p><b>2.5 Increase PA opportunities in the community and workplace</b></p> <p>5.1a Regional Safe Routes to School Strategic Plan Implementation 5.1b Healthy &amp; Active Design Guidelines &amp; Standards 5.3a Regional Public Health Element for Land Use &amp; Transportation Plans 5.4b Active Transportation and Public Health Evaluation Institute</p>	<p><b>3.1 Provide training &amp; TA to implement systems to improve delivery of services consistent with USPSTF recommendations</b></p> <p>3.1a Increase Appropriate Clinical Care of HTN &amp; Hyperlipidemia * 3.1b Worksite Wellness</p>	<p><b>4.1 Promote effective parenting practices</b></p> <p>4.1a Nurse Family Partnership</p>	<p><b>5.2 Establish community design standards to make streets safe for all users</b></p> <p>5.2a Complete Streets Policy &amp; Implementation</p> <p><b>5.4 Establish community protocols to assess the impact of community health &amp; wellbeing</b></p> <p>5.4a Health Impact Assessment Program</p>

**LEGEND**

- Strategic Direction
- Strategic Goal
- CTG Strategy
- Community Transformation Plan

\* Denotes mandated per FOA

# Strategic Direction #1

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



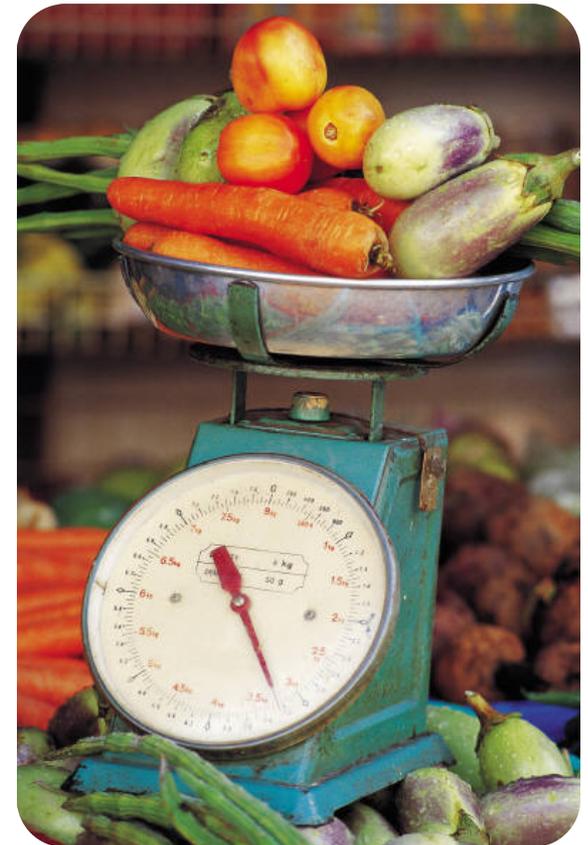
# Strategic Direction #2

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



# 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



# Strategic Direction #2

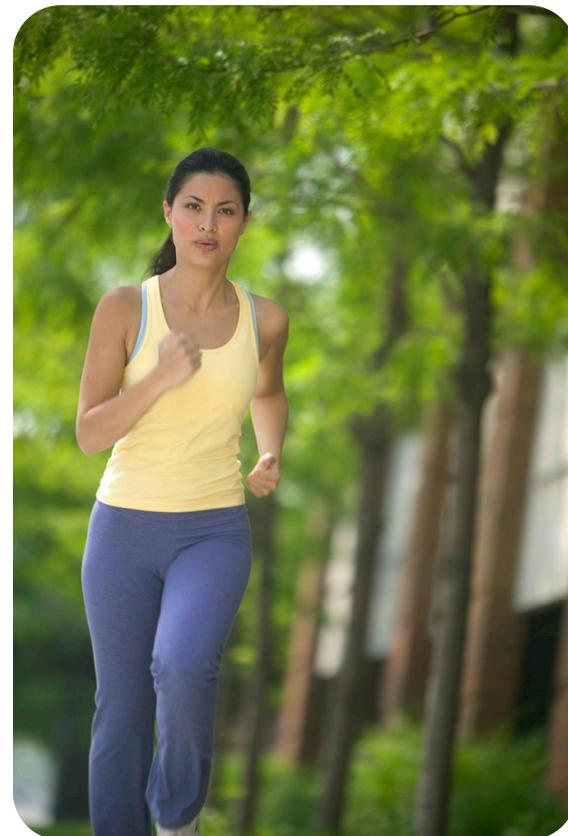
- **Strategy/Interventions:**

- 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



# 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



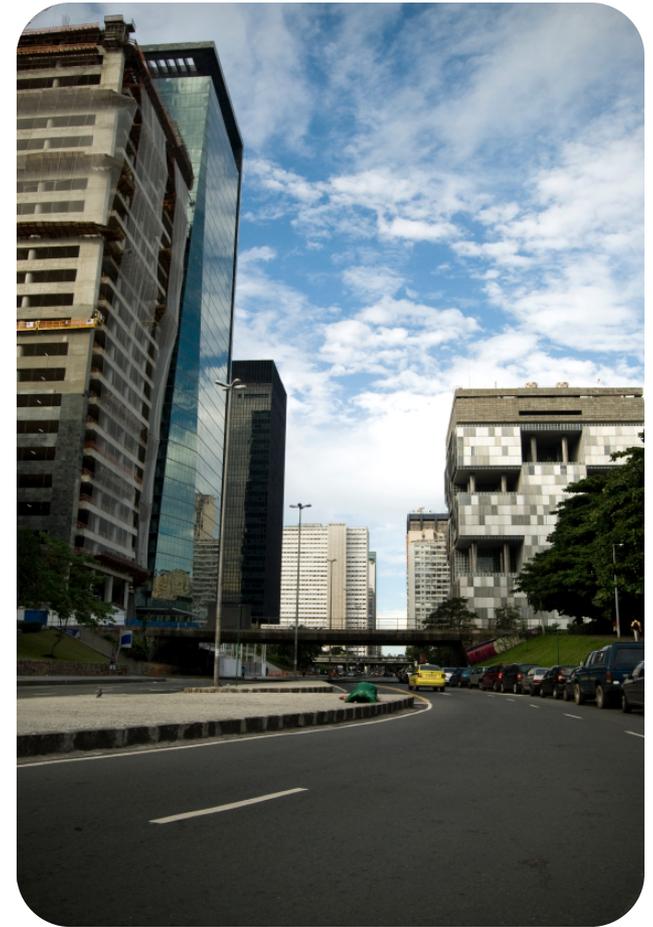
# Strategic Direction #4

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



# 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 access community health and wellness
    - Health Impact Assessment



# 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



# *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**



# Next Steps

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



# Live Well, San Diego!



# Questions!