



LIVE WELL SAN DIEGO: WINNING ON WELLNESS

MARCH 23, 2016

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County of San Diego, CA



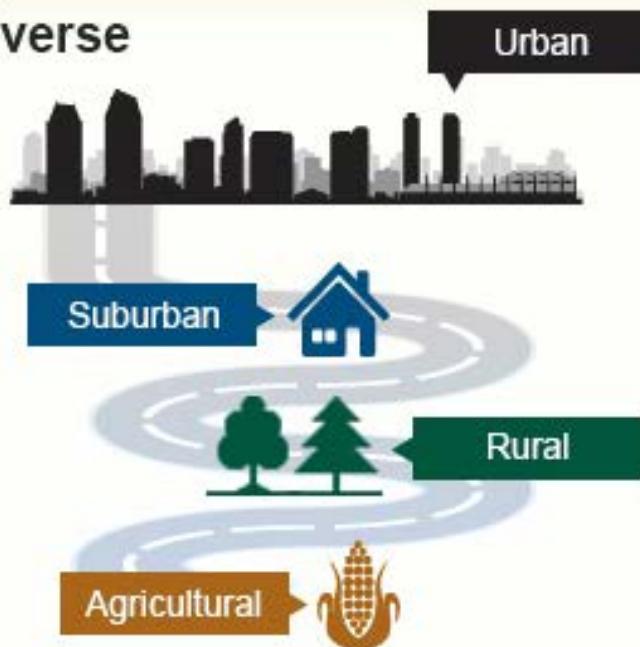


SAN DIEGO COUNTY



San Diego County is:

Diverse



Source: [County of San Diego. \(n.d.\).](#)

Geographically Unique



Source: [County of San Diego. \(n.d.\).](#)

Large

Over 3.2 million residents

4,200 square miles, about the same size as Connecticut

Source: [U.S. Census Bureau](#)

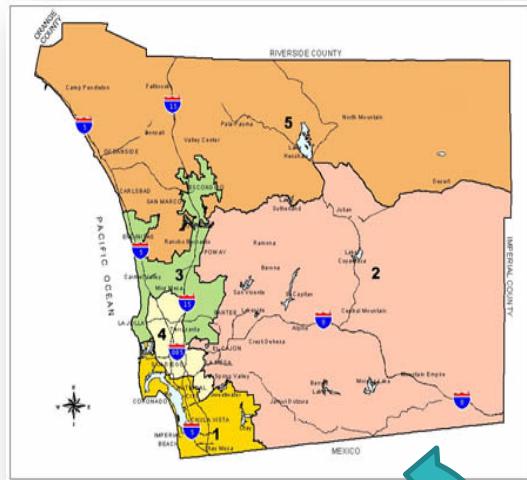




SAN DIEGO COUNTY



LIVE WELL
SAN DIEGO



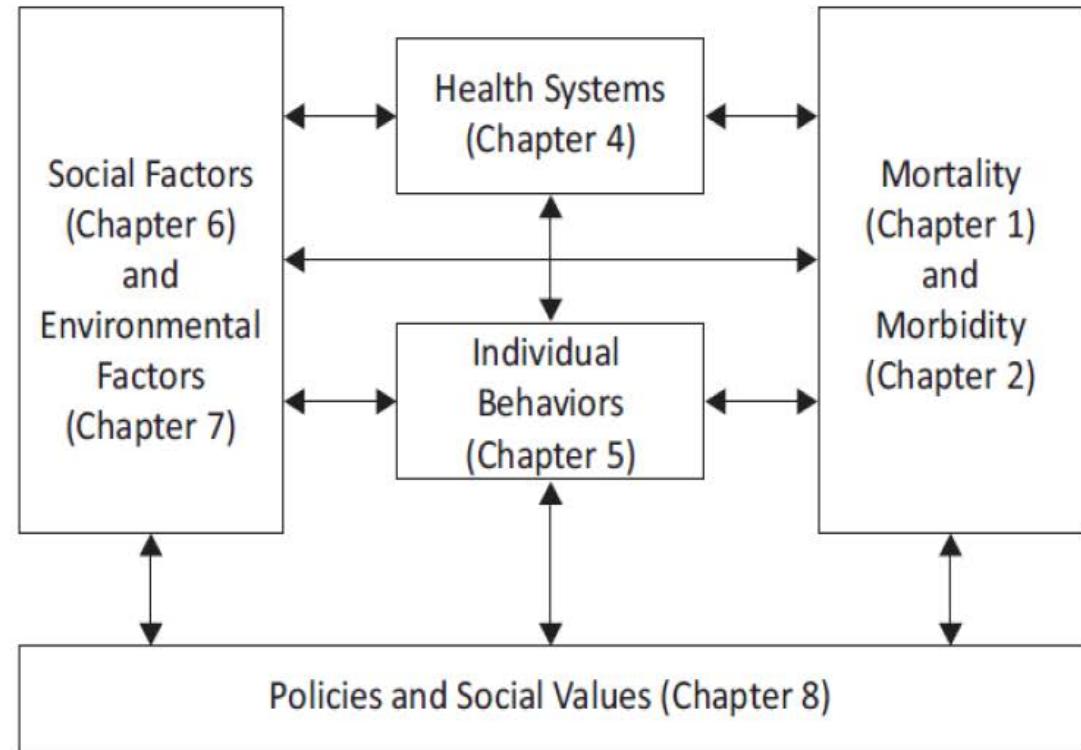
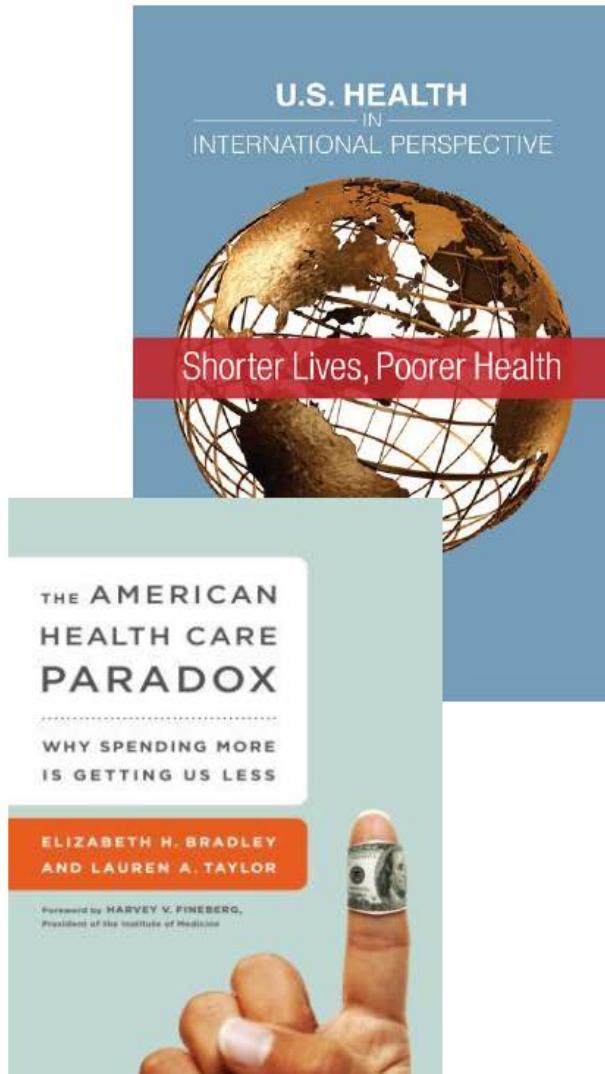
- 5th largest county in the US
 - Larger than 21 States
 - City of San Diego is 7th largest in the Nation
- 18 municipalities; 36 unincorporated towns
- 18 tribal nations
- 42 school districts
- 2013 Estimates - 3.1 million population
 - 48% White
 - 32% Latino
 - 11% Asian/PI
 - 4.7% African American
 - 0.5% American Indian
- Region is very diverse

- Over 100 languages
- Large military presence
- Largest refugee resettlement site in CA
- Busiest international border crossing in the world (San Ysidro/MX)

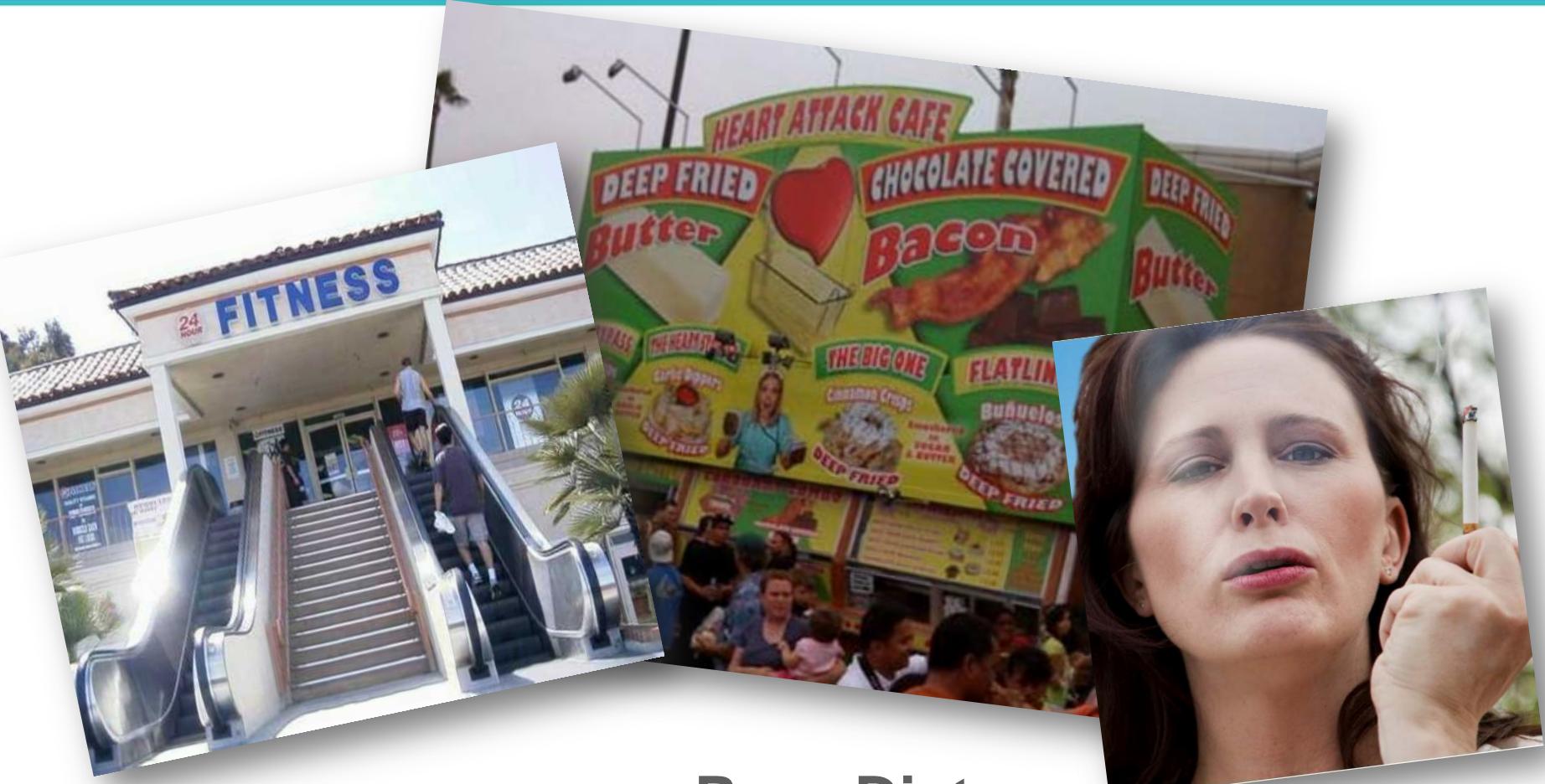
WHY US? WHY NOW?



LIVE WELL
SAN DIEGO



PROBLEM



Lack of Exercise

Poor Diet

Smoking

PROBLEM



www.calendow.org



RESULT



LIVE WELL
SAN DIEGO



¹ World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health." http://www.who.int/dietphysicalactivity/media/en/gsfs_general.pdf (Accessed September 22, 2011).

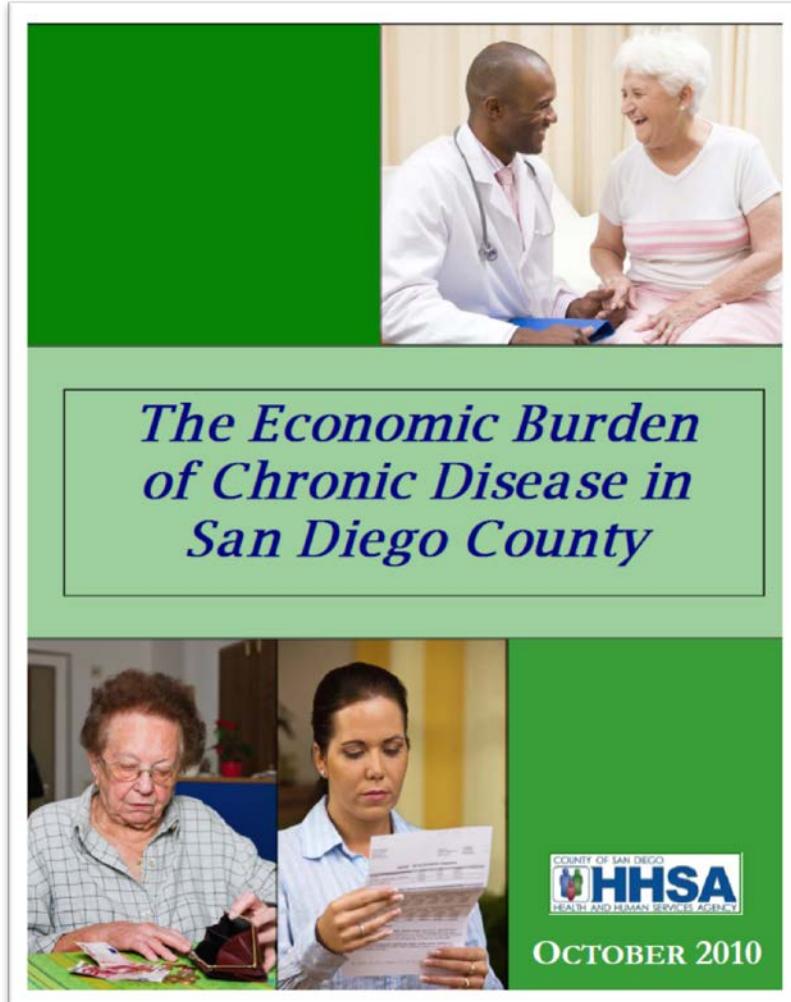
² 3Four50, www.3four50.com (Accessed September 22, 2011).



COST



LIVE WELL
SAN DIEGO

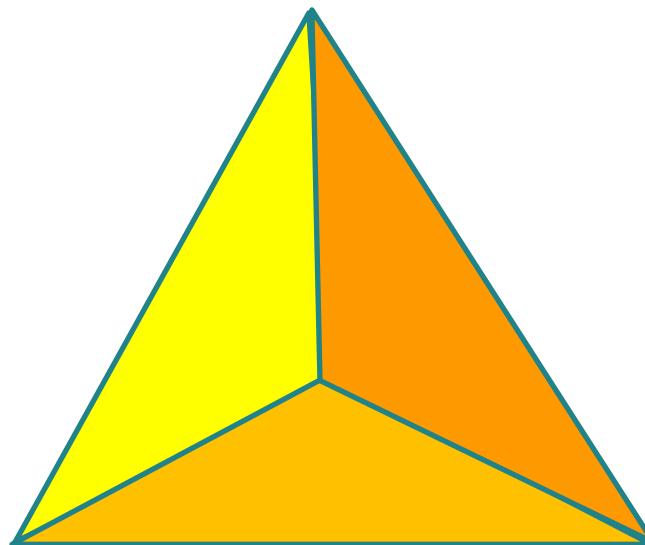


**ECONOMIC
IMPACT:
\$4.6 BILLION IN
SAN DIEGO
COUNTY**



Improved Health and
Social Well Being for
the Entire Population

Better
Service
Systems for
Individuals



Lower Cost
per Capita

ORIGINS



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A long-term plan to advance the health and overall well-being of the entire San Diego region:



LIVE WELL
SAN DIEGO

**Building
Better
Health**

**Living
Safely**

Thriving

**Health
Access**

Safety

Well-being



BUILDING BETTER HEALTH



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Launched
July 2010



Access to quality care



Increased physical activity



Healthy eating



Stop tobacco use



LIVING SAFELY



LIVE WELL
SAN DIEGO

Launched
October
2012



Residents are **protected**
from crime and abuse



Neighborhoods are **safe**
to live, work and play



Communities are **resilient**
to disaster and emergencies



THRIVING

Launched
October
2014



Built and Natural Environment

- Transportation
- Built Environment & Neighborhoods
- Natural Environment
- Housing



Enrichment

- Civic Life
- Community Activities



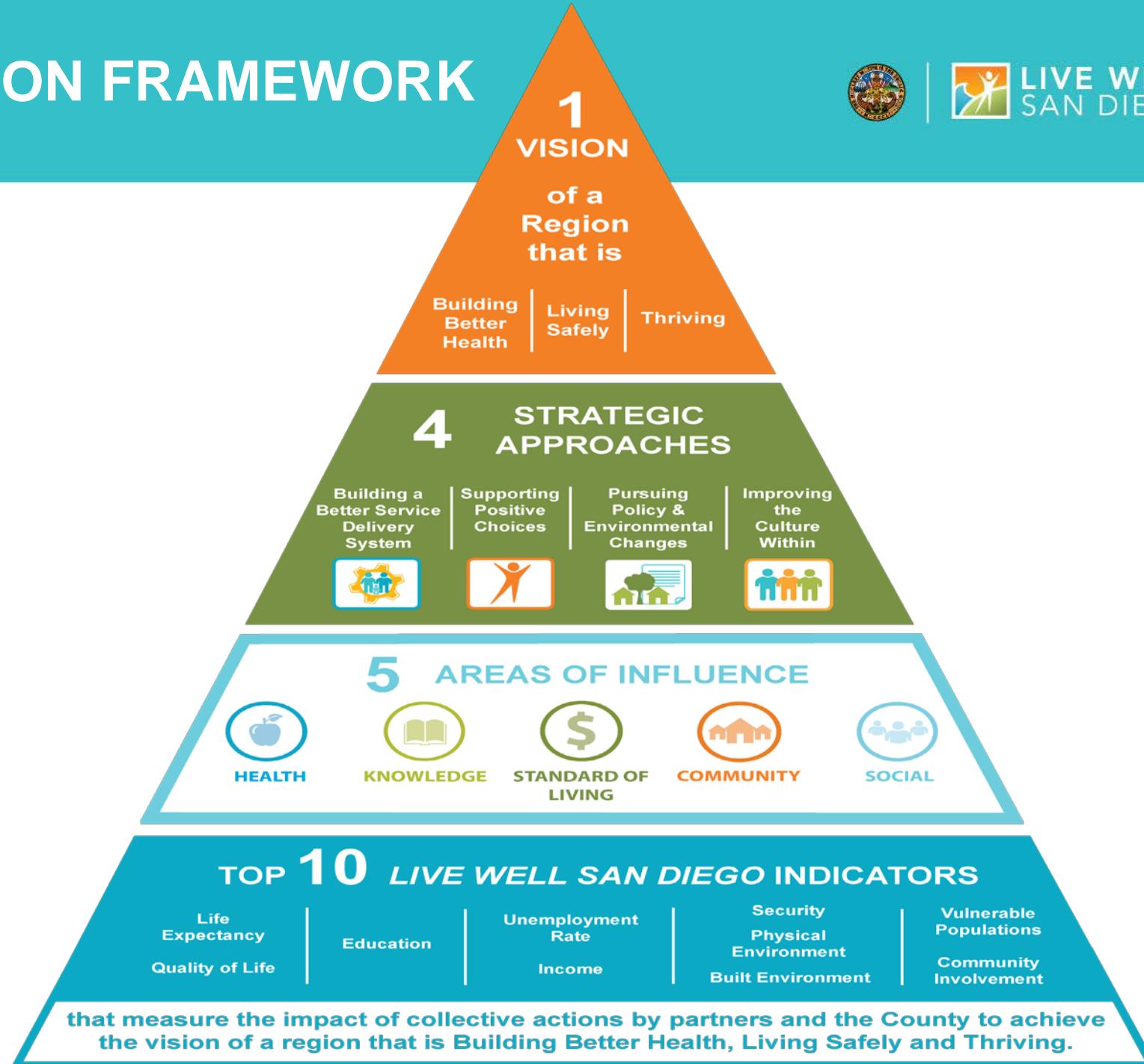
Prosperity, Economy & Education

- Workforce/Education
- Economic Development

ACTION FRAMEWORK



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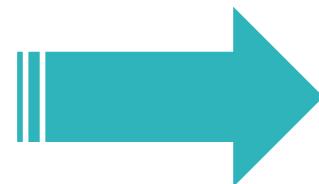


5 CONDITIONS OF COLLECTIVE IMPACT



Common Agenda

Shared Measurements



- 1) Simple
- 2) Actionable
- 3) Sub-regional

Mutually Reinforcing Activities

Continuous Communication

Backbone Organization



LIVE WELL SAN DIEGO STRATEGIC ALIGNMENT



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BUSINESS & MEDIA



SCHOOLS & EDUCATION



COMMUNITY & FAITH-BASED
ORGANIZATIONS



CITIES & GOVERNMENTS

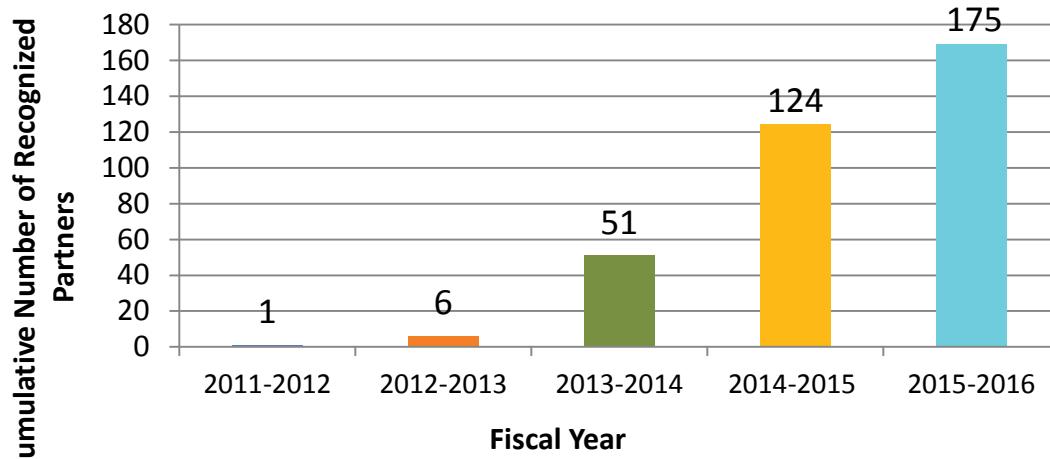
ALIGNING STRATEGIES ACROSS ALL SECTORS



RECOGNIZED LIVE WELL PARTNERS BY FISCAL YEAR AND SECTOR



Live Well San Diego
Total Recognized Partners

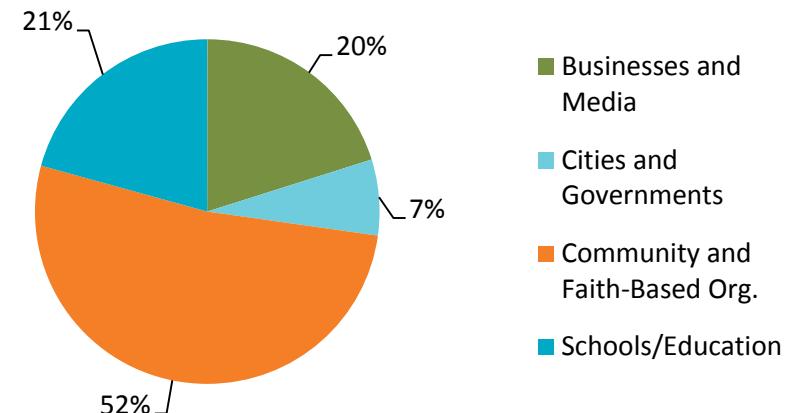


11 Cities – More than 2.1 million Residents

29 School Districts – Over 376,000 Students

“Public Handshake”
175 Recognized Live Well Partners
as of March 1, 2016

*Live Well San Diego Partners
by Sector through Present*



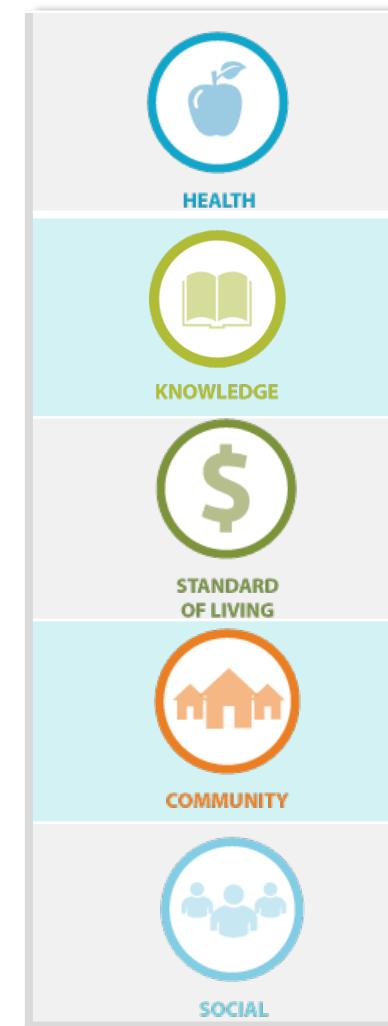
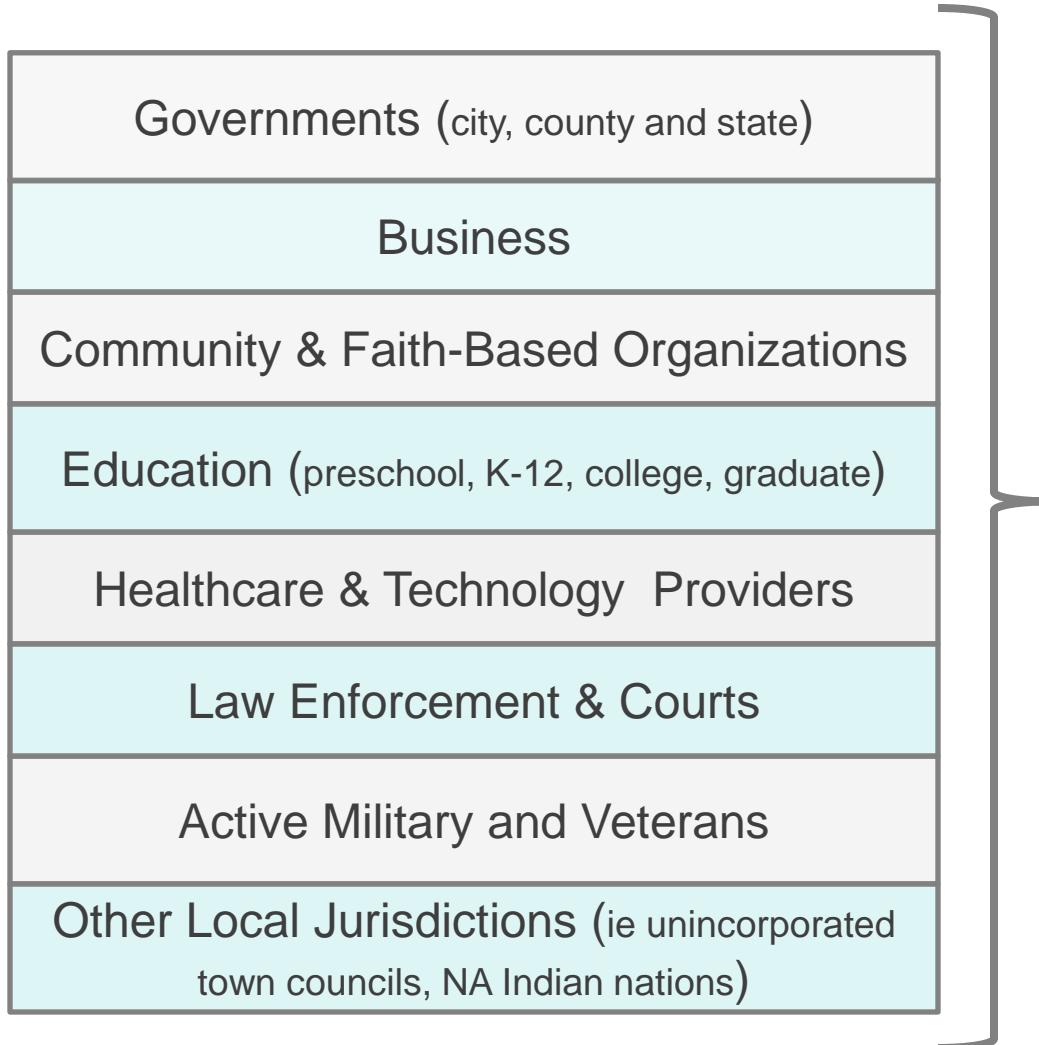


COLLECTIVE ACTION TO COMMUNITY IMPACT



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Actions We Take Collectively Across Sectors



Results We Seek for Community Impact



MEASURING RESULTS



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Areas of Influence	Definition	Top 10 Indicators
 HEALTH	Enjoying good health and expecting to live a full life	1. Life Expectancy 2. Quality of Life
 KNOWLEDGE	Learning throughout the lifespan	3. Education
 STANDARD OF LIVING	Having enough resources for a quality life	4. Unemployment Rate 5. Income
 COMMUNITY	Living in a clean and safe neighborhood	6. Security 7. Physical Environment 8. Built Environment
 SOCIAL	Helping each other to live well	9. Vulnerable Population 10. Community Involvement



COLLECTIVE IMPACT



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TOP 10 INDICATORS



LIFE EXPECTANCY



QUALITY OF LIFE



EDUCATION



UNEMPLOYMENT RATE



INCOME



SECURITY



PHYSICAL
ENVIRONMENT



BUILT
ENVIRONMENT



VULNERABLE
POPULATIONS



COMMUNITY
INVOLVEMENT



LOVE YOUR HEART CAMPAIGN



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Population-Based Strategies to Combat Heart Disease and Stroke



Ama  Corazón Love  Heart

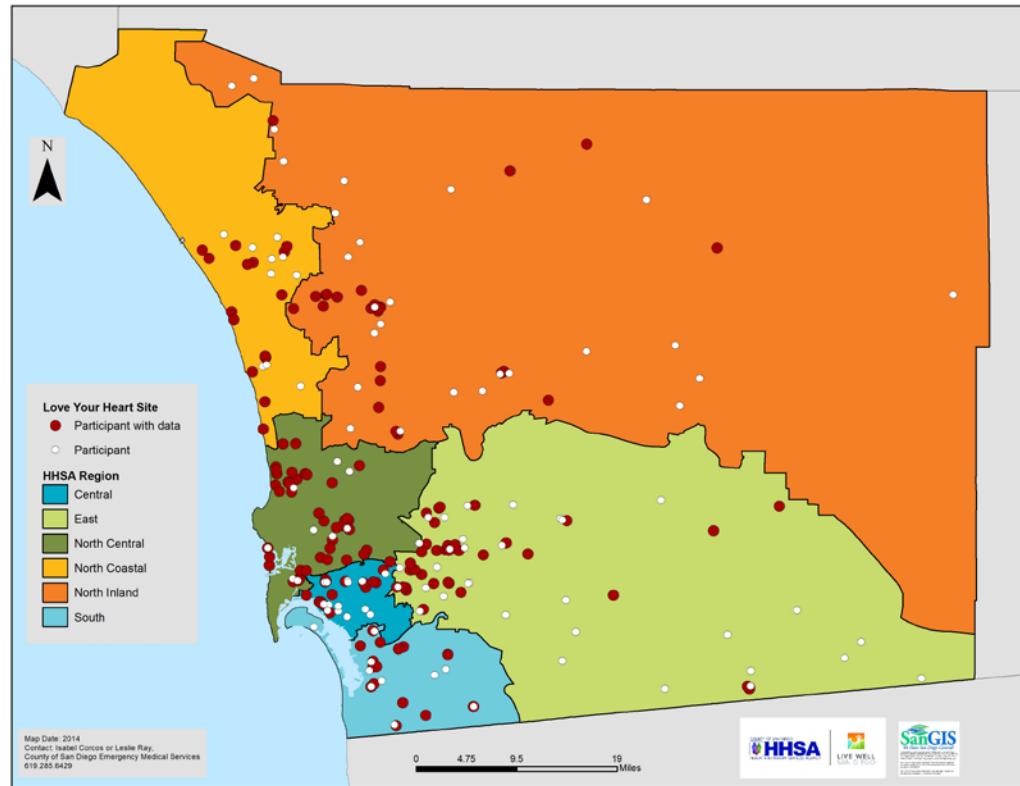
2016 Event – Community Partners
Blood Pressure Screening

OUR COMMUNITY PARTNERS



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- Acted as public-facing or internally-focused Love Your Heart sites
- Actively promoted the Love Your Heart event to the public
- Collected and submitted data on all BP's performed
 - Sites represented by red dots submitted blood pressure range data
 - Sites represented by white dots submitted total blood pressures taken



Love  YOUR Heart

Ama  TU Corazón

COLLECTIVE IMPACT



- 31,000+ Blood Pressure Screenings conducted at over 200 sites across 60 organizations
- One out of two individuals screened identified as having elevated blood pressure
- Over 100 individuals identified as having urgent or emergent hypertension requiring immediate medical referral

Ama  Corazón

Love  Heart



KNOWLEDGE HEALTH

CHULA VISTA ELEMENTARY SCHOOL DISTRICT



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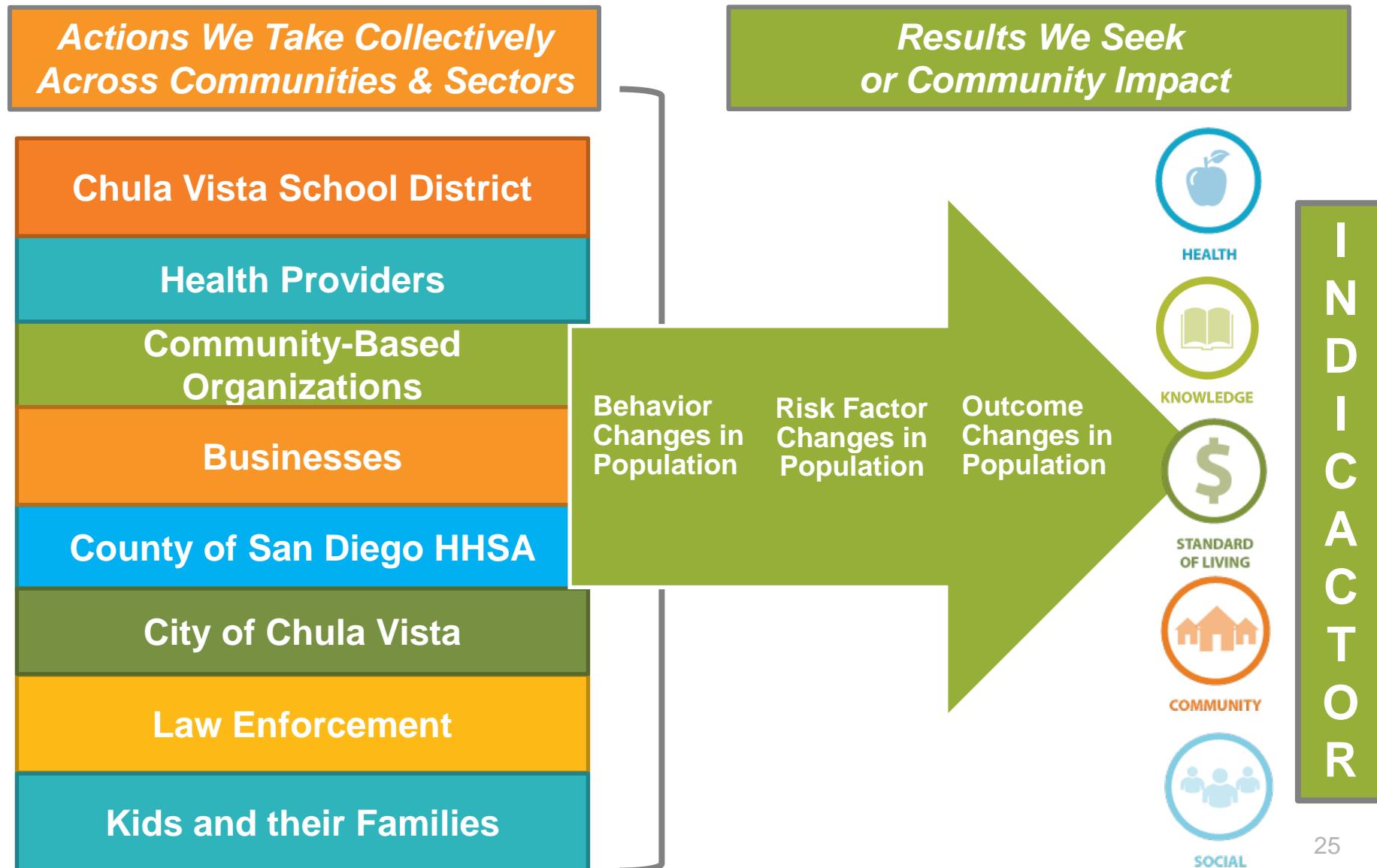
CHULA VISTA ELEMENTARY SCHOOL DISTRICT LAUNCHED A MULTI-FACETED APPROACH

- Revamped and enhanced school wellness policies and practices for 28,500 children in 45 schools:
 - More nutritious school lunches
 - Increased physical activity
 - Replaced “unhealthy” birthday celebrations with games and activities
 - Reached out to parents and community with cooking classes, healthy food budgeting and family fun
- To assess impact, measuring Body Mass Index (BMI) of all students each year, beginning in 2010



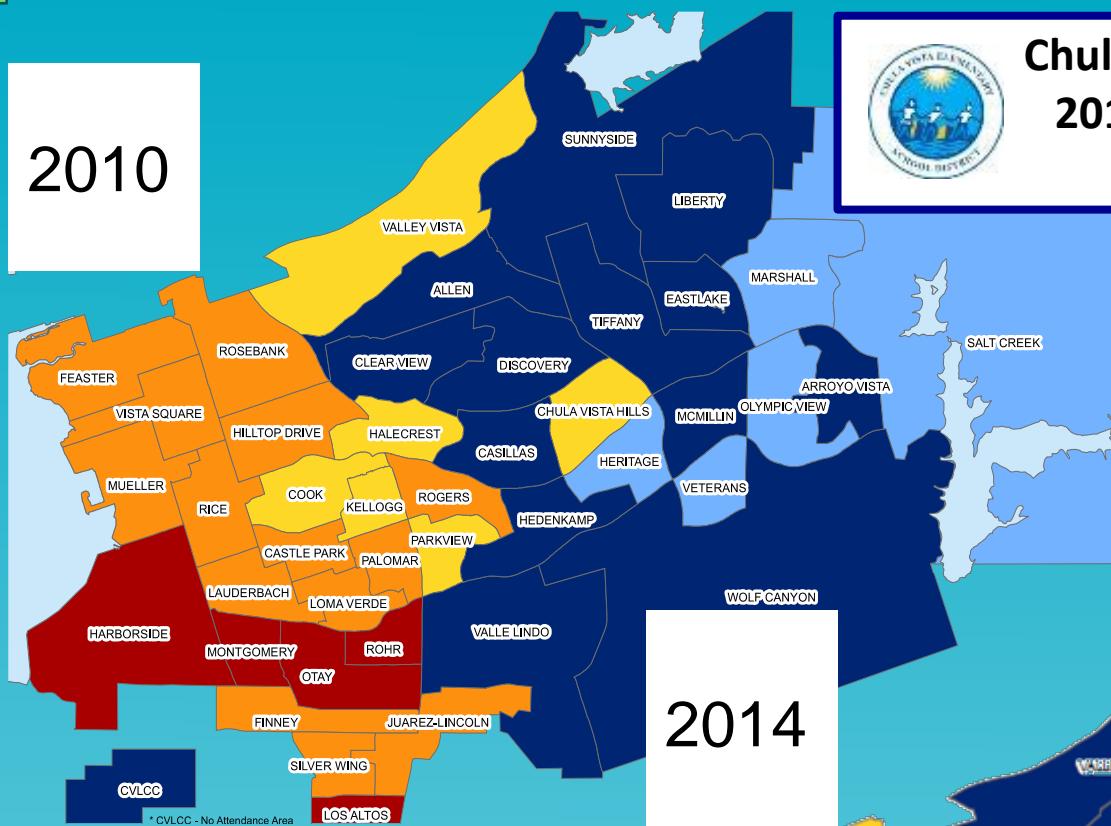


COLLECTIVE ACTION FOR MEASURABLE IMPACT



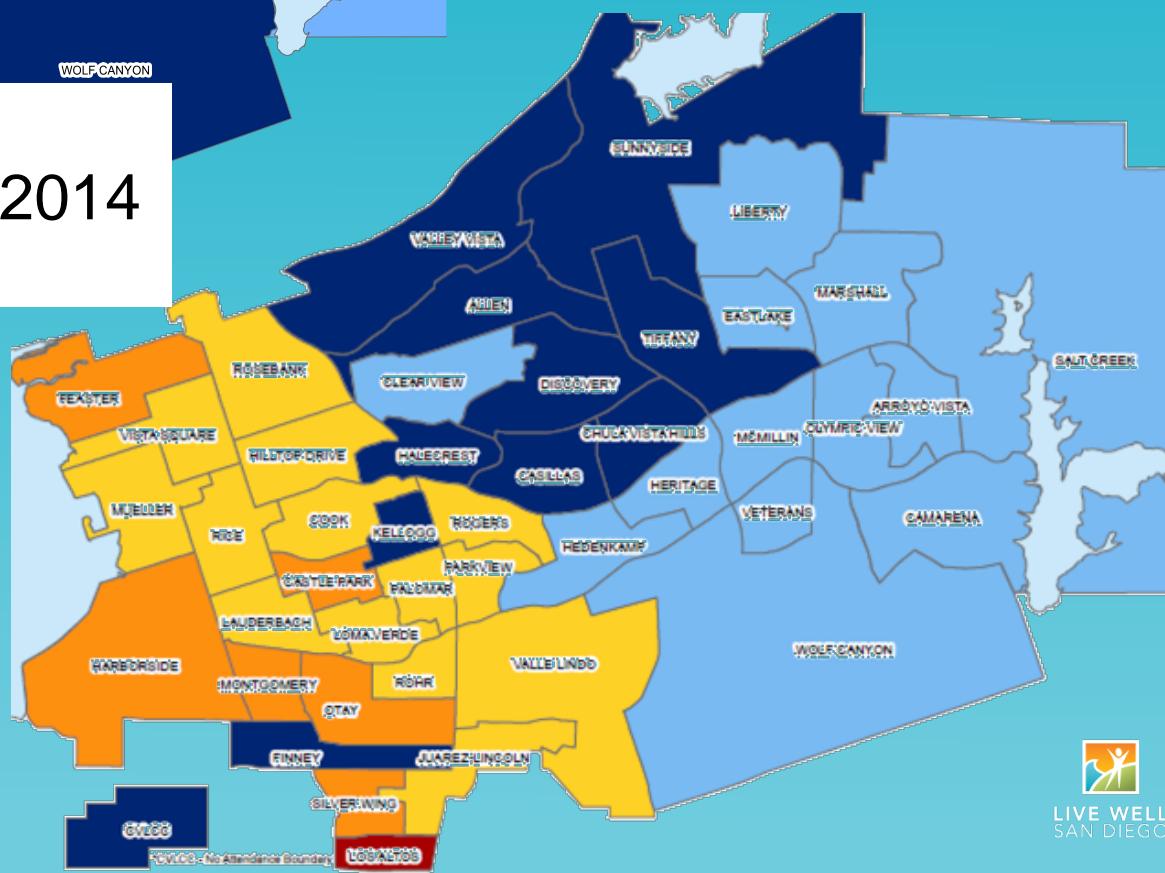


2010



Chula Vista Elementary School District 2010 & 2014 School of Attendance Student Obesity K-6th grade

2014



Legend % Obese Children

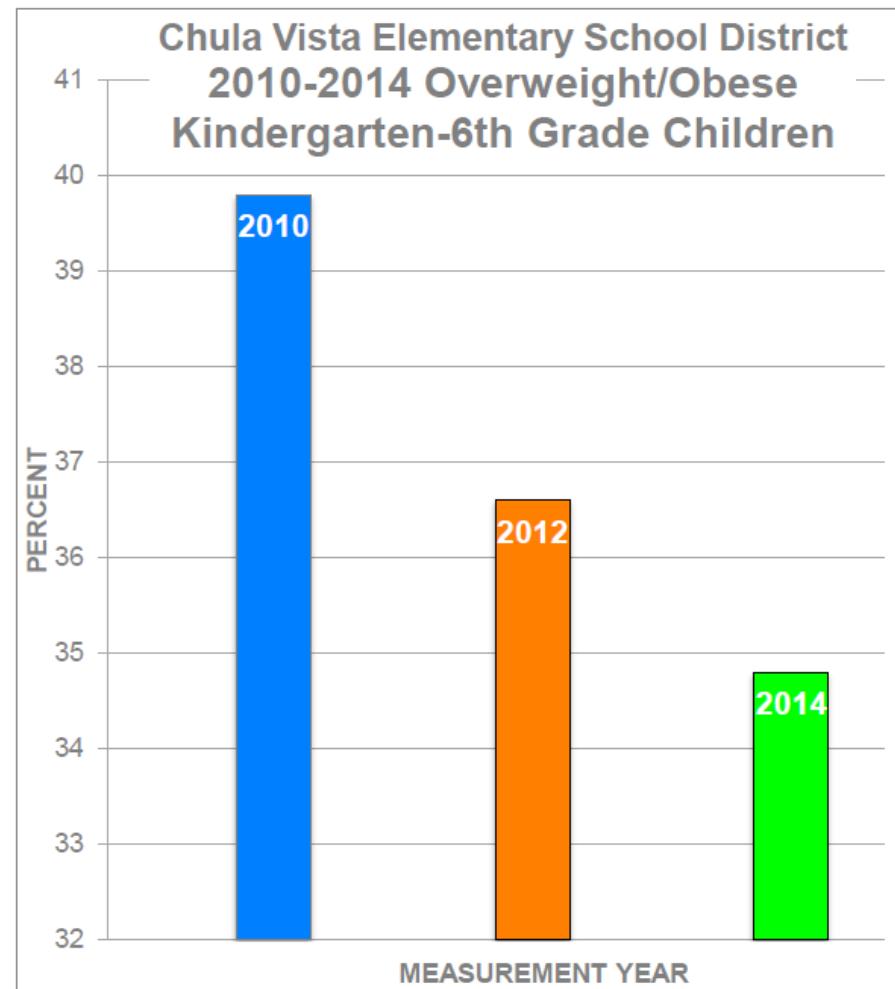
- 10 - 14.99%
- 15 - 19.99%
- 20 - 24.99%
- 25 - 29.99%
- 30 - 39.99%



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RESULTS

- Revamped and enhanced school wellness policies and practices:
 - More nutritious school lunches
 - Increased physical activity
 - Replaced “unhealthy” birthday celebrations with games and activities
- Reached out to parents and community with cooking classes, healthy food budgeting and family fun
- Transitioned from a regulatory approach to an integrative, evidence-based approach





COLLECTIVE IMPACT



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“Tools for Schools” Toolkit



Live Well San Diego:
Partnering with Schools to Reduce
Childhood Obesity and Improve Student Health



COUNTY OF SAN DIEGO
HEALTH & HUMAN SERVICES AGENCY



SAN DIEGO COUNTY
OFFICE OF EDUCATION



April 2015



Coast2CoastRx

Funded in part by San Diego County's Coast2Coast Rx discount prescription card program

Developed by the Chula Vista Elementary School District

Body Mass Index (BMI) Surveillance Kit





LIVEWELL@WORK



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BUSINESSES PROMOTE LIVING WELL AT WORK



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SAN DIEGO

Sd
San
Diego
**Regional
Chamber**

LIVE WELL @ WORK



Worksite Wellness Toolkit

For Small and Medium-Size Businesses



Made possible by the Centers for Disease Control and Prevention (CDC) through the County of San Diego Health and Human Services Agency

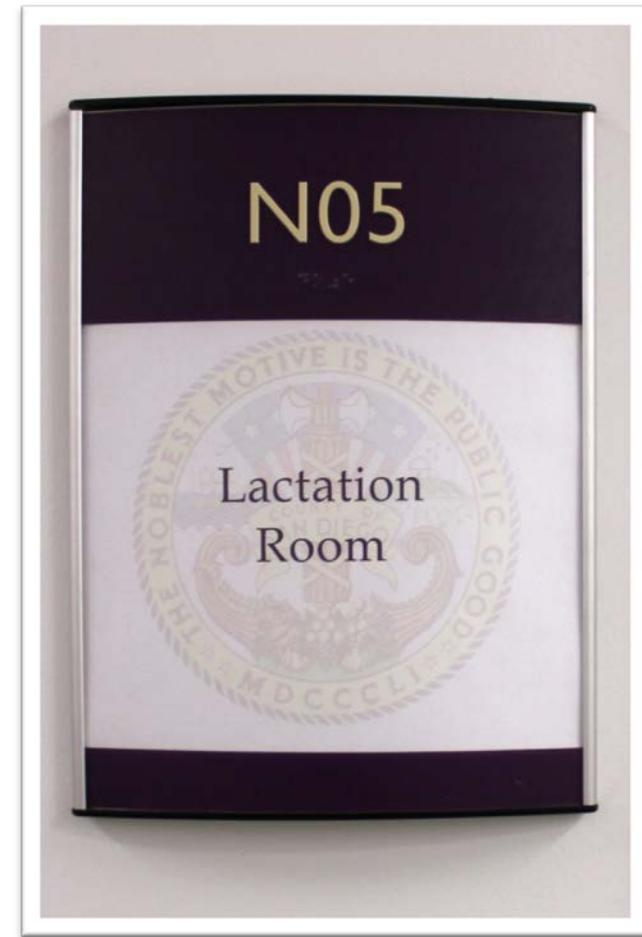


LACTATION SUPPORTIVE ENVIRONMENTS



Adopted and implemented lactation accommodation policies in:

- Businesses
- School districts
- Community Healthcare Centers



Funded by:



CITY-COUNTY PLANNING ACTIVE TRANSPORTATION



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CITY OF SAN MARCOS



Safe Routes to School Plan



Prepared by Circulate San Diego

with assistance from

CHEN RYAN & ASSOCIATES | CITY OF SAN MARCOS
SAN DIEGO COUNTY HEALTH & HUMAN SERVICES | SAN MARCOS UNIFIED SCHOOL DISTRICT

September 2015





CX³: CREATING COMMUNITY GATHERING SPACES FOR PHYSICAL ACTIVITY



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- Linda Placita (“beautiful little plaza”) parklet created in Linda Vista
- Led by CX³ residents trained in community engagement through the Resident Leadership Academy (RLA) group
- Innovative partnering with Bayside Community Center, City of San Diego, Community Development Corporation, City Council member

Before



After



LESSONS LEARNED



Keep it simple – from messaging to measurement,
“potent simplicity” is the rule

Keep it local – information, engagement, and action must
occur at “sub-regional” level

Keep it real – data-driven, evidence-informed

Provide a common framework, but also flexibility –
“one-size-fits-all” rarely works; emphasize outcomes, not
process, when possible.

Share the glory – widely acknowledge contributions of all

QUIET OPTIMISM



Policy makers, providers, customers, advocates and media are becoming more **aligned** and **committed**

Relationships are expanding and being built on **trust**

Shifting from collaboration to **integration** and **eventually generative**

Data sharing & Technology have become **effective enablers** for **improving knowledge for action**

Winnable battles on chronic health and safety conditions are showing improvements with **meaningful results**

Realistic approach with implementation – marathon, not a sprint

Public is beginning to believe and engage



Our Call to Action to for Better Health, Longer Lives.

***“Answers are the easy part,
Questions raise the doubt.”***

- Jimmy Buffett



WHERE IT REALLY MATTERS



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SAN DIEGO



THANK YOU! LIVE WELL AZ!



LIVE WELL
SAN DIEGO

Visit LiveWellSD.org



Search



HEALTHY, SAFE AND THRIVING COMMUNITIES IN SAN DIEGO COUNTY

ABOUT | NEWS | CALENDAR | PARTNERS | START LIVING WELL | MAKE AN IMPACT | JOIN US

LIVE WELL SAN DIEGO YEAR 4 ANNUAL REPORT

SUMMARY OF COLLECTIVE EFFORT
AND COLLECTIVE IMPACT FOR...

[DOWNLOAD REPORT](#)

LIVE WELL SAN DIEGO YEAR ... ANNUAL REPORT 2013-2014

HEALTHY
SAFE
THRIVING

LIVE WELL
SAN DIEGO



INDIVIDUALS &
FAMILIES



CURRENT & NEW
PARTNERS



POLICY
EXPERTS