



# *LIVE WELL SAN DIEGO:* WINNING ON WELLNESS

MARCH 23, 2016

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County of San Diego, CA



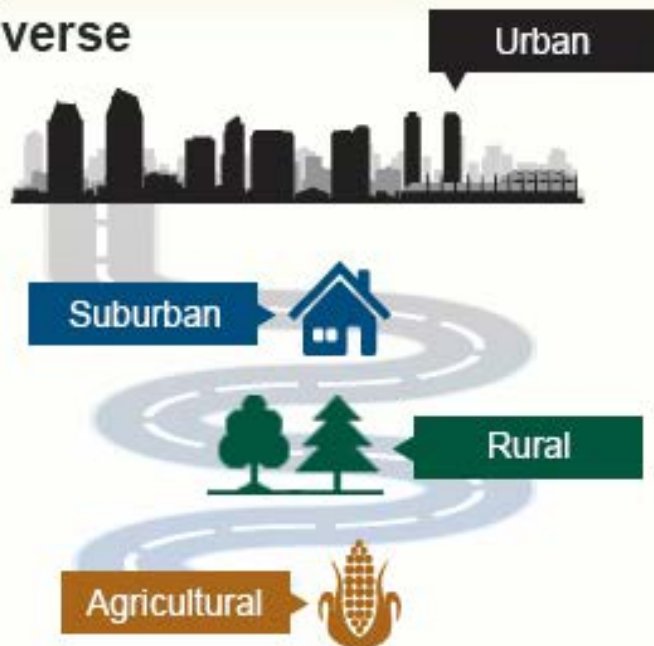
# SAN DIEGO COUNTY



LIVE WELL  
SAN DIEGO

San Diego County is:

## Diverse



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

## Geographically Unique



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

Over 3.2 million residents

## Large

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

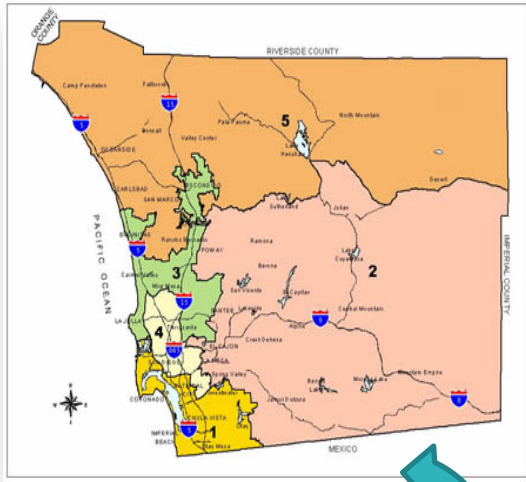
Source: [U.S. Census Bureau](#)



# SAN DIEGO COUNTY



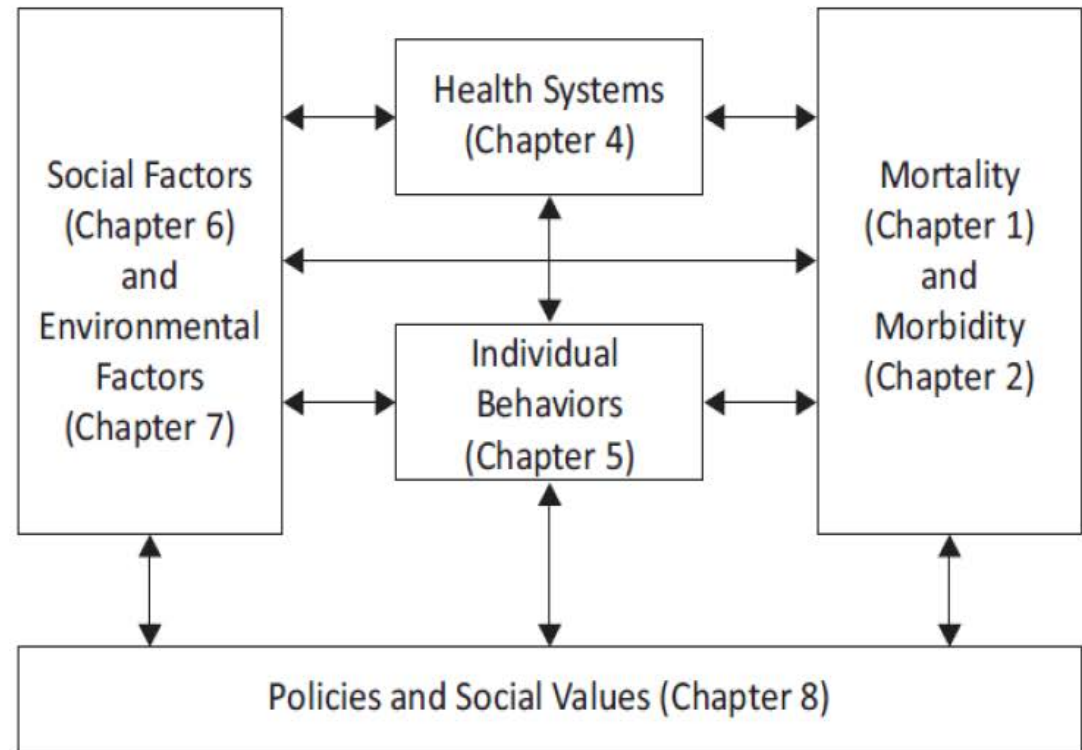
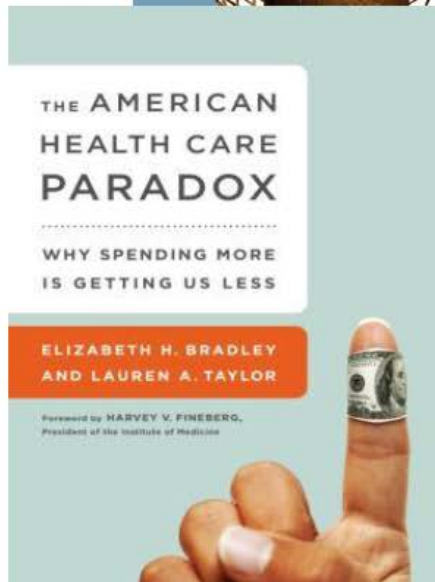
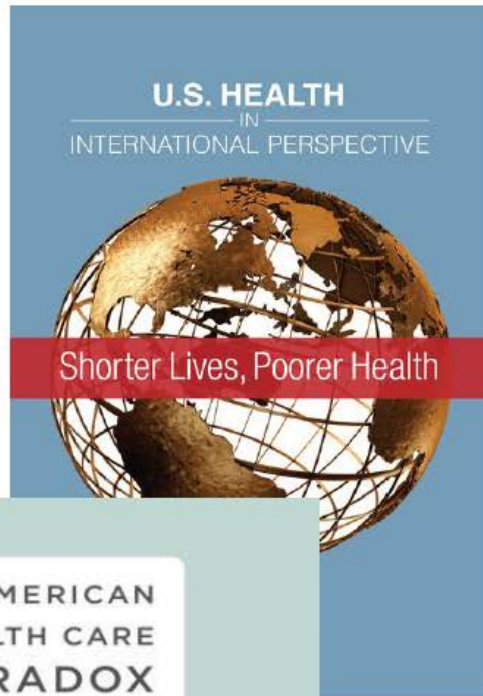
LIVE WELL  
SAN DIEGO



- 5<sup>th</sup> largest county in the US
  - Larger than 21 States
  - City of San Diego is 7<sup>th</sup> 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?





# PROBLEM



LIVE WELL  
SAN DIEGO



**Lack of Exercise**



**Poor Diet**

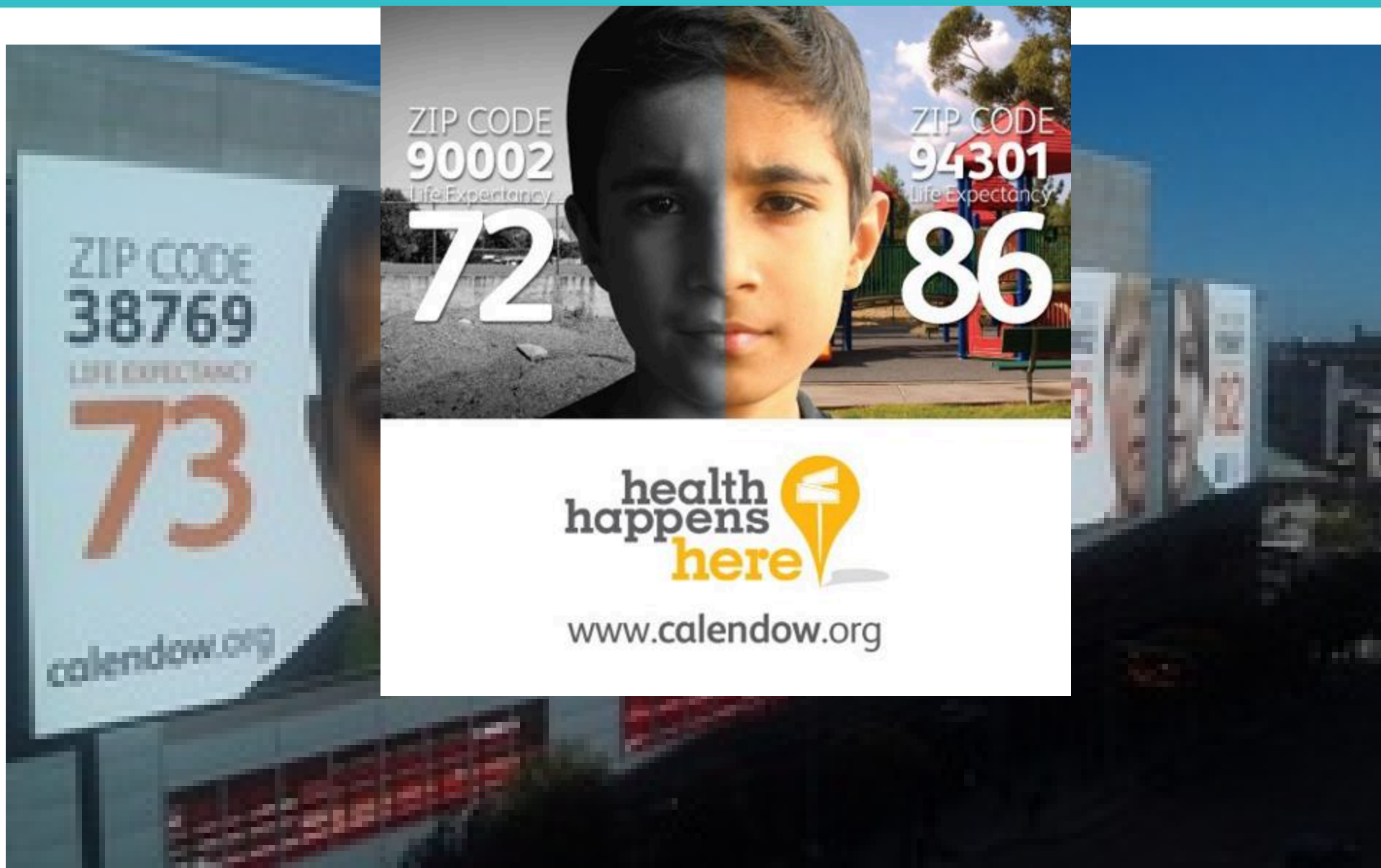


**Smoking**

# PROBLEM



LIVE WELL  
SAN DIEGO



health  
happens  
here



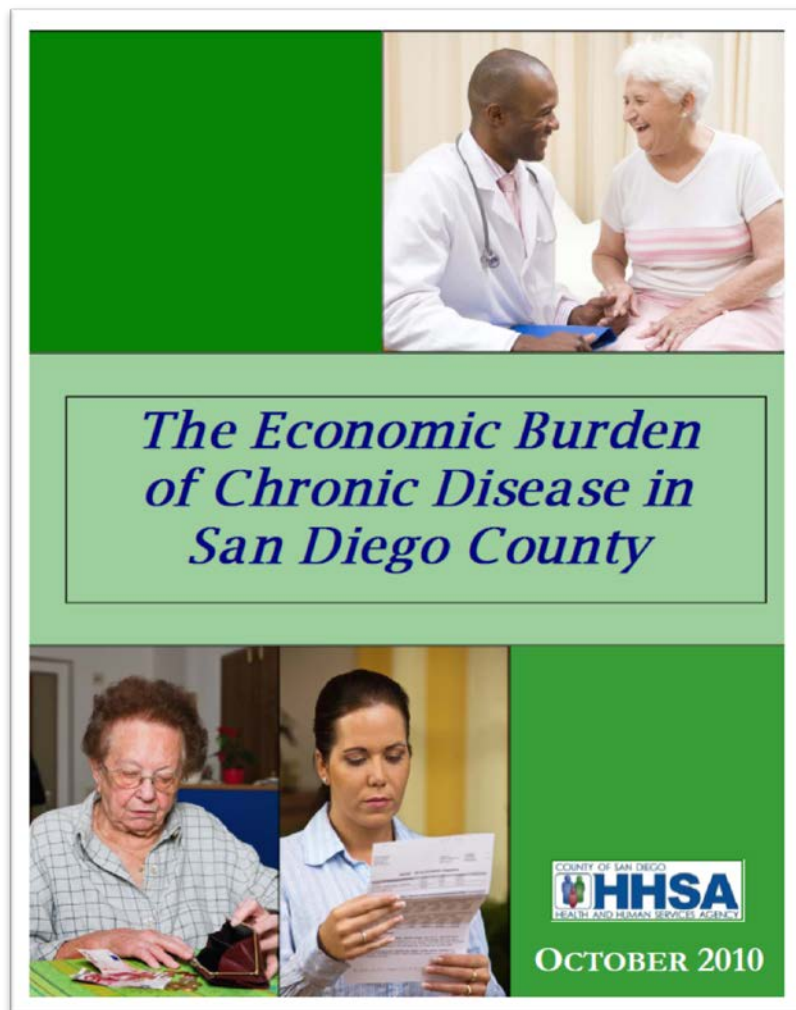
[www.calendow.org](http://www.calendow.org)

# RESULT



<sup>1</sup> World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."  
[http://www.who.int/dietphysicalactivity/media/en/gsf\\_general.pdf](http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf) (Accessed September 22, 2011).

<sup>2</sup> 3Four50, [www.3four50.com](http://www.3four50.com) (Accessed September 22, 2011).

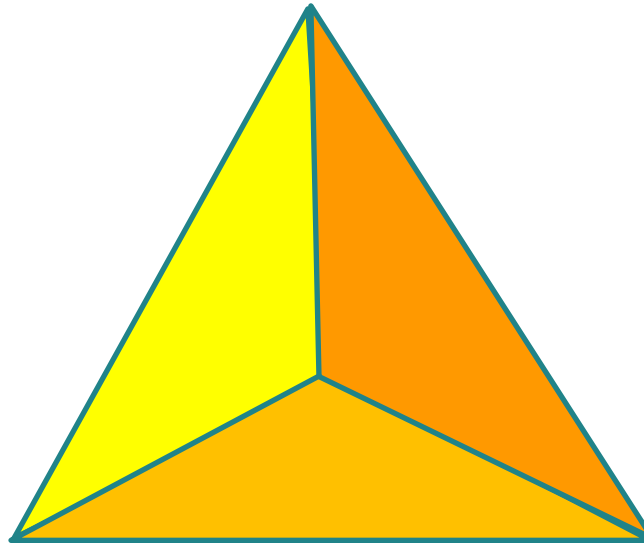


**ECONOMIC  
IMPACT:  
\$4.6 BILLION IN  
SAN DIEGO  
COUNTY**



Improved Health and  
Social Well Being for  
the Entire Population

Better  
Service  
Systems for  
Individuals



Lower Cost  
per Capita

# ORIGINS



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

Safety

Thriving

# BUILDING BETTER HEALTH



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

Launched  
October  
2014



## Built and Natural Environment

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



## Enrichment

- Civic Life
- Community Activities



## Prosperity, Economy & Education

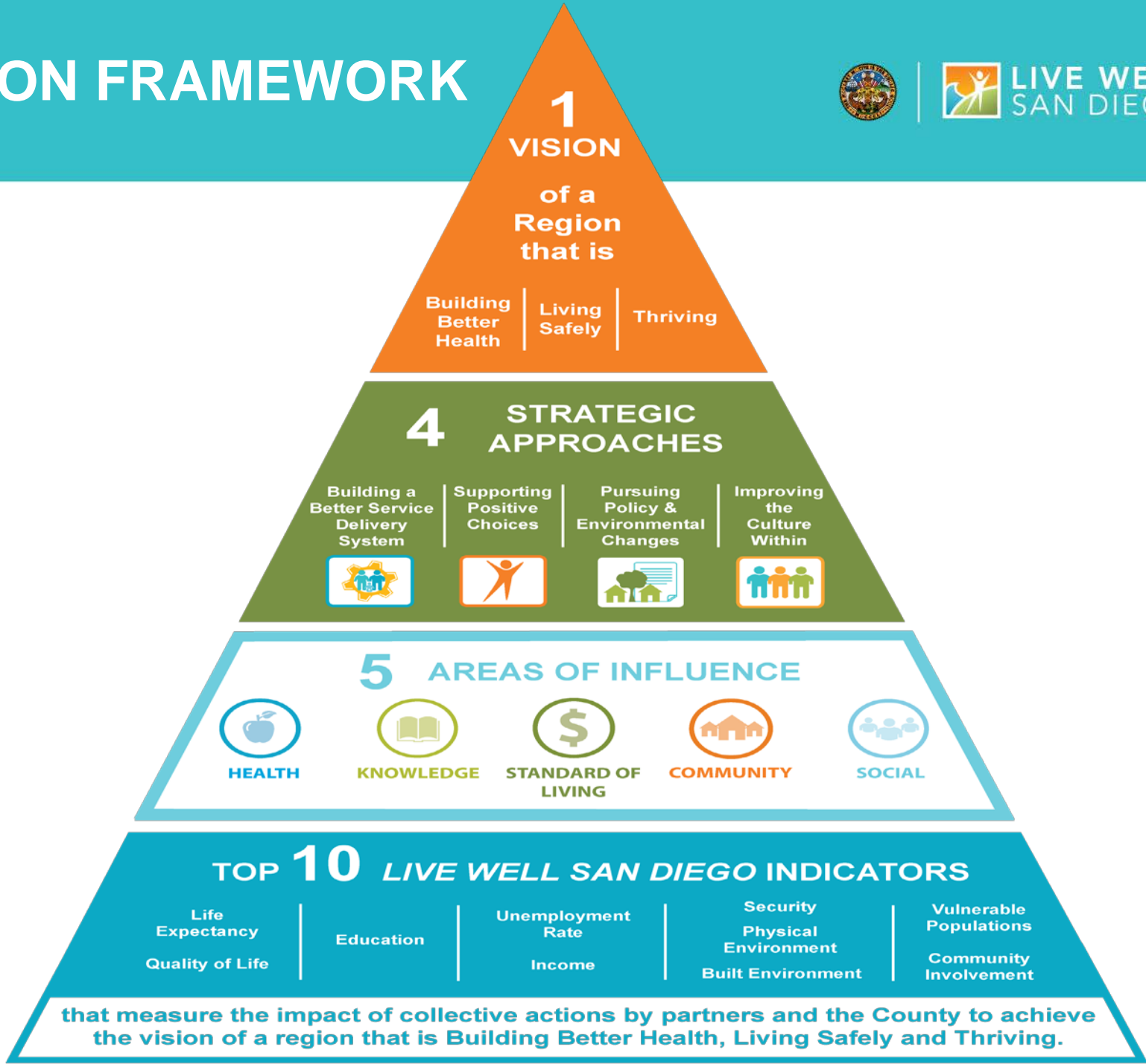
- Workforce/Education
- Economic Development



# ACTION FRAMEWORK



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# 5 CONDITIONS OF COLLECTIVE IMPACT



LIVE WELL  
SAN DIEGO

**Common Agenda**

**Shared  
Measurements**



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

**Mutually  
Reinforcing  
Activities**

**Continuous  
Communication**

**Backbone  
Organization**

John Kania & Mark Kramer. Collective Impact.  
*Stanford Social Innovation Review*. Winter 2011.

# LIVE WELL SAN DIEGO STRATEGIC ALIGNMENT



LIVE WELL  
SAN DIEGO



LIVE WELL  
SAN DIEGO



BUSINESS & MEDIA



SCHOOLS & EDUCATION



COMMUNITY & FAITH-BASED  
ORGANIZATIONS



CITIES & GOVERNMENTS

## ALIGNING STRATEGIES ACROSS ALL SECTORS

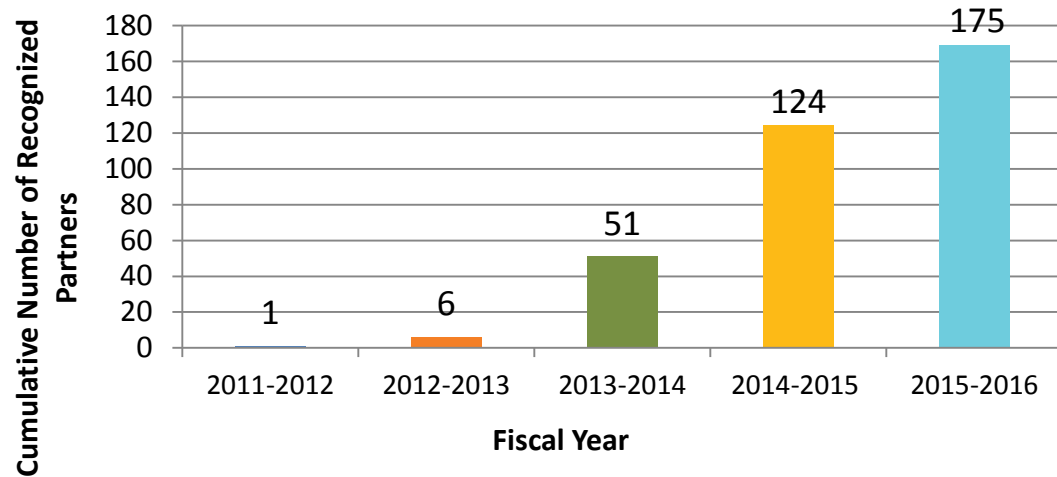


# RECOGNIZED LIVE WELL PARTNERS BY FISCAL YEAR AND SECTOR



LIVE WELL  
SAN DIEGO

*Live Well San Diego*  
Total Recognized Partners

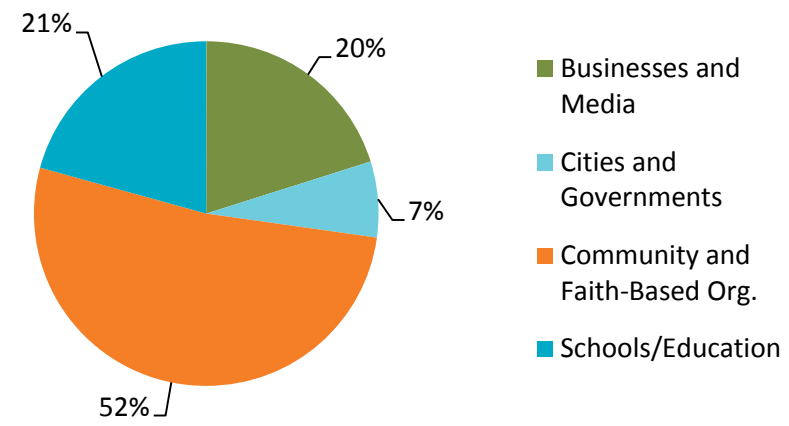


**“Public Handshake”  
175 Recognized Live  
Well Partners  
as of March 1, 2016**

**11 Cities – More than 2.1 million  
Residents**

**29 School Districts – Over 376,000  
Students**

*Live Well San Diego Partners  
by Sector through Present*

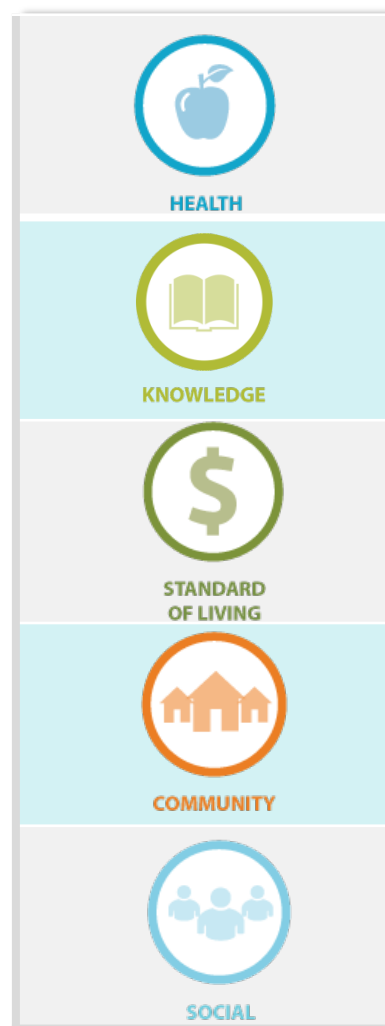


# COLLECTIVE ACTION TO COMMUNITY IMPACT



## *Actions We Take Collectively Across Sectors*

Governments (city, county and state)
Business
Community & Faith-Based Organizations
Education (preschool, K-12, college, graduate)
Healthcare & Technology Providers
Law Enforcement & Courts
Active Military and Veterans
Other Local Jurisdictions (ie unincorporated town councils, NA Indian nations)



***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



## 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

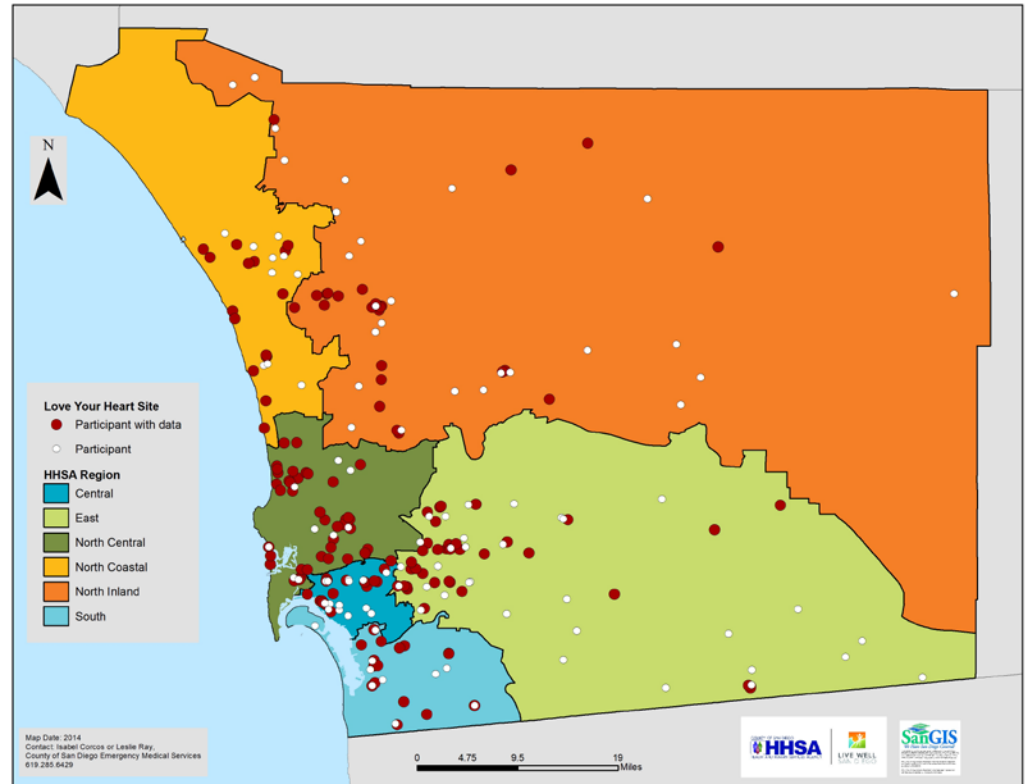
## 2016 Event – Community Partners Blood Pressure Screening

# OUR COMMUNITY PARTNERS



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SAN DIEGO

- ♥ 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  Heart

Ama  Corazón

# COLLECTIVE IMPACT



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- 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



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*Actions We Take Collectively  
Across Communities & Sectors*

*Results We Seek  
or Community Impact*

Chula Vista School District

Health Providers

Community-Based  
Organizations

Businesses

County of San Diego HHSA

City of Chula Vista

Law Enforcement

Kids and their Families

Behavior  
Changes in  
Population

Risk Factor  
Changes in  
Population

Outcome  
Changes in  
Population



HEALTH



KNOWLEDGE



STANDARD  
OF LIVING



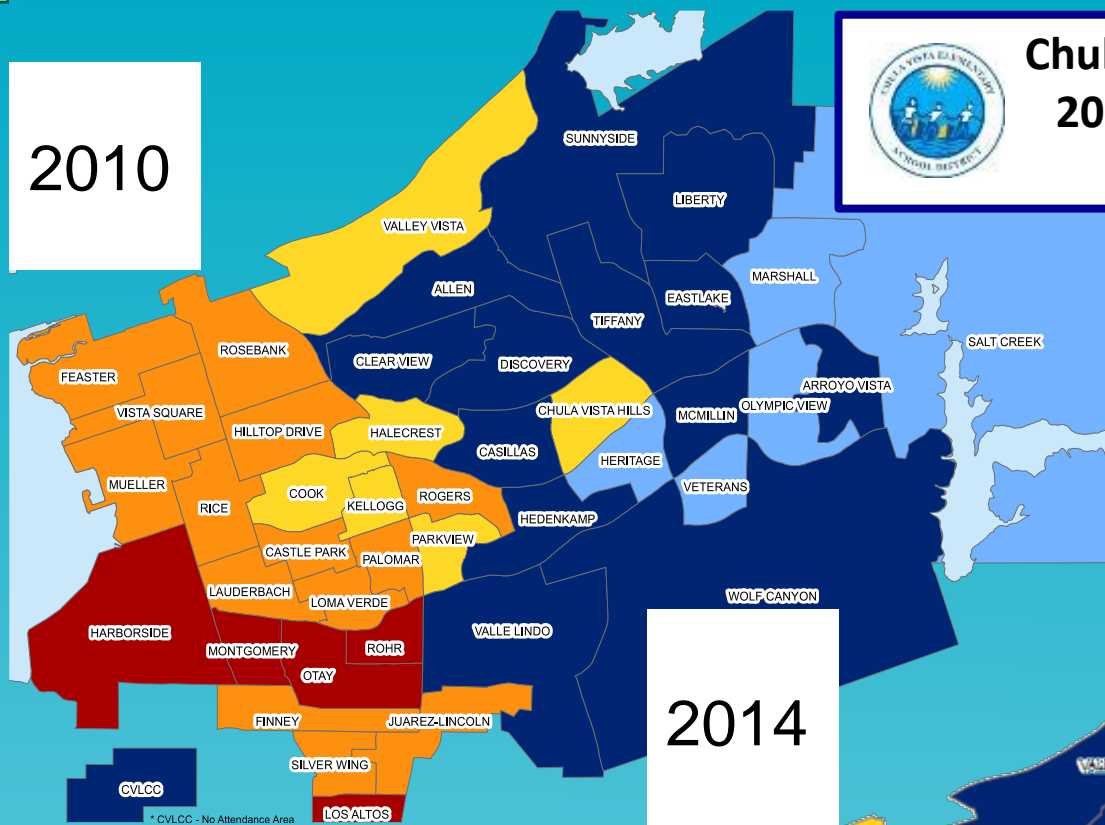
COMMUNITY



SOCIAL

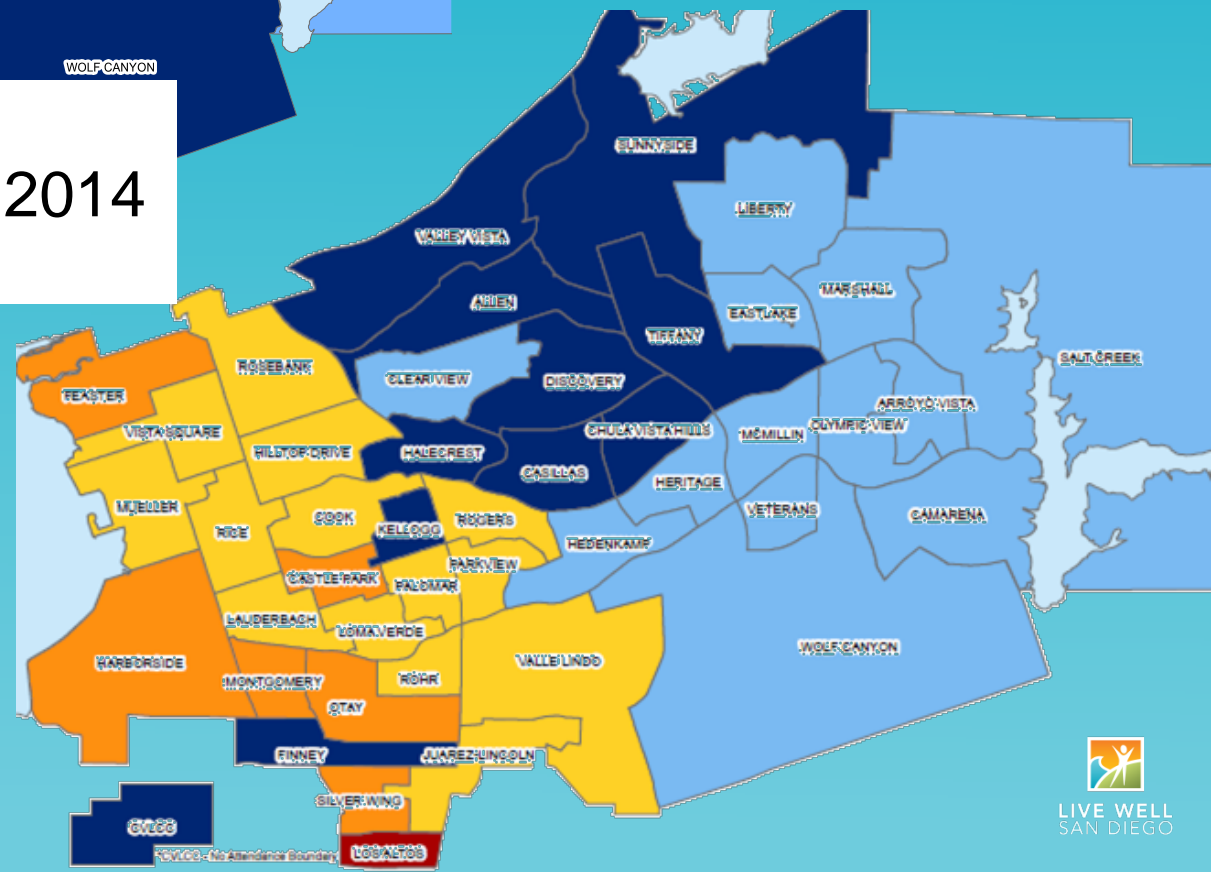
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2010



# Chula Vista Elementary School District 2010 & 2014 School of Attendance Student Obesity K-6<sup>th</sup> grade

2014

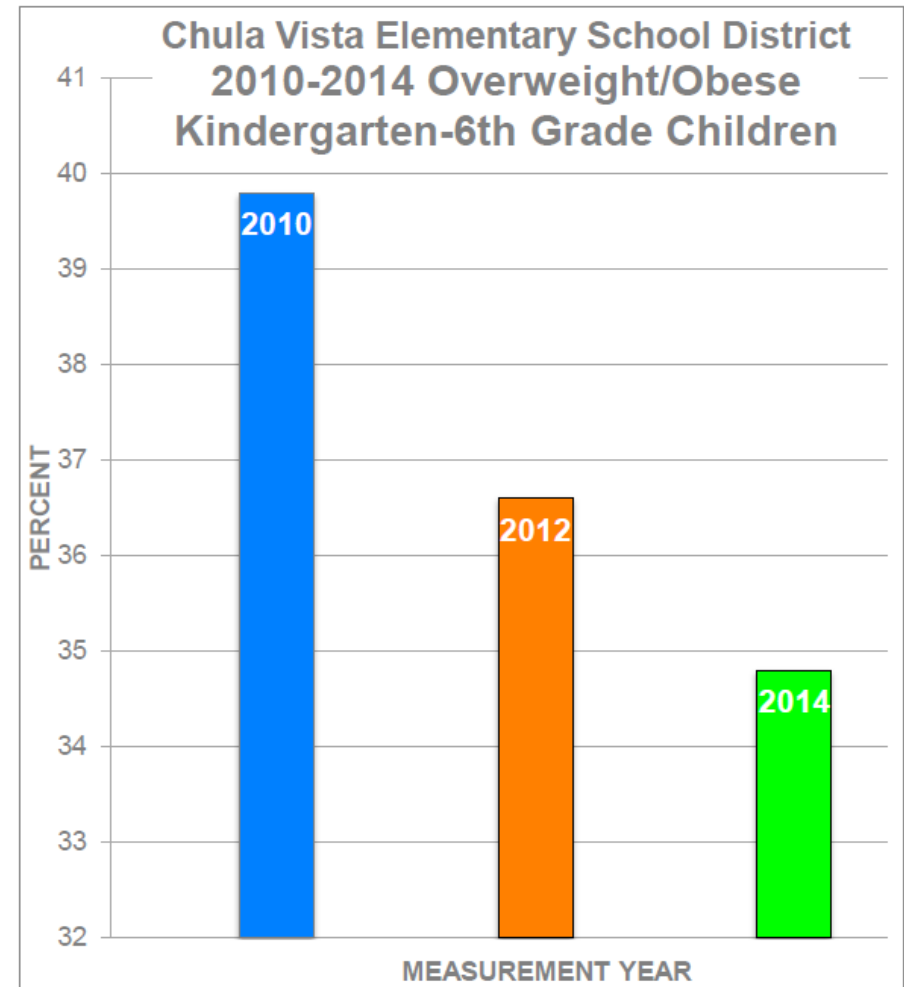


## Legend % Obese Children

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

# 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



## "Tools for Schools" Toolkit



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



April 2015

## Body Mass Index (BMI) Surveillance Kit

Developed by the Chula Vista Elementary School District



To support **healthy**, **safe** and **thriving** communities in  
San Diego County



**LIVE WELL**  
SAN DIEGO



**Coast2CoastRx**

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







STANDARD  
OF LIVING

HEALTH

# LIVEWELL@WORK



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SAN DIEGO

## BUSINESSES PROMOTE LIVING WELL AT WORK



NORTH **SAN DIEGO**  
BUSINESS CHAMBER

*CONNECTIONS START HERE.*



UC San Diego  
SCHOOL OF MEDICINE



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SAN DIEGO

**Sd**  
San  
Diego  
Regional  
Chamber

LIVE WELL @WORK



**Worksite Wellness Toolkit**

For Small and Medium-Size Businesses



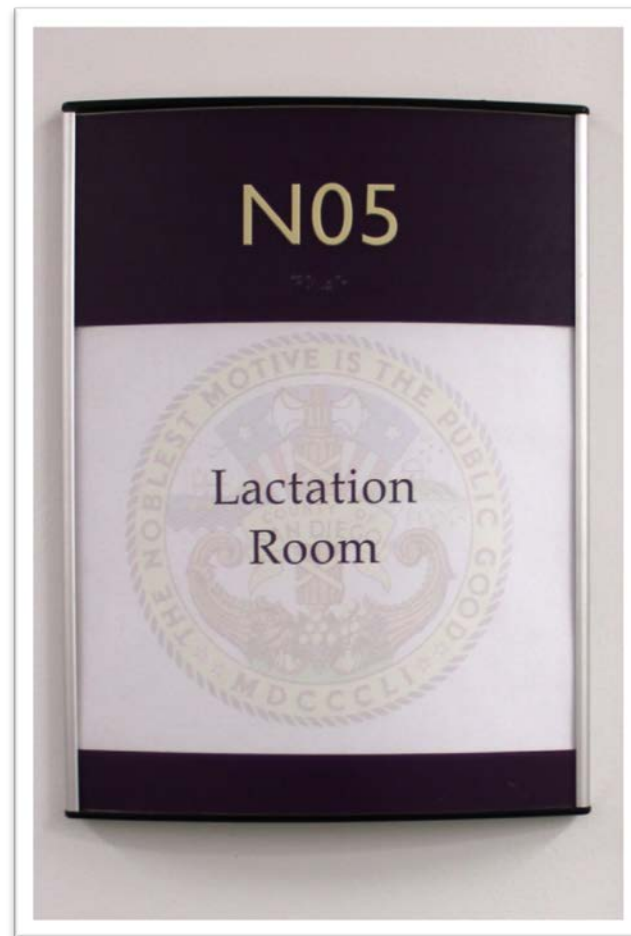
Made possible by the Centers for Disease Control and Prevention (CDC) through the County of San Diego Health and Human Services Agency.

# 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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SAN DIEGO

## 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







# CX<sup>3</sup>: CREATING COMMUNITY GATHERING SPACES FOR PHYSICAL ACTIVITY



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- Linda Placita (“beautiful little plaza”) parklet created in Linda Vista
- Led by CX<sup>3</sup> 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



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SAN DIEGO

**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



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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



**LIVE WELL**  
SAN DIEGO



# THANK YOU! LIVE WELL AZ!



Visit [LiveWellSD.org](http://LiveWellSD.org)



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HEALTHY, SAFE AND THRIVING COMMUNITIES IN SAN DIEGO COUNTY

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## LIVE WELL SAN DIEGO YEAR 4 ANNUAL REPORT

SUMMARY OF COLLECTIVE EFFORT  
AND COLLECTIVE IMPACT FOR...

DOWNLOAD REPORT

LIVE WELL SAN DIEGO YEAR 4 ANNUAL REPORT 2013-2014



HEALTHY  
SAFE  
THRIVING



INDIVIDUALS &  
FAMILIES



CURRENT & NEW  
PARTNERS



POLICY  
EXPERTS