

Shared Agendas and Common Solutions: Engaging Non-Traditional Health Partners in Policy Change to Create Active Living Environments

Leslie Linton, JD, MPH,¹ Christine Edwards, MPH,¹ Tracy Delaney, PhD,
RD,² Christine Lafontant, MS,³ Shelley Saitowitz, MPH,² Cheryl Moder⁴

*Plenary Session February 24, 2011
Active Living Research Conference*

Study funded by:



¹ Health Policy Consulting Group,² County of San Diego HHSA, ³ County of San Diego Parks and Recreation,
⁴ San Diego County Childhood Obesity Initiative

Case Study:
San Diego County Childhood Obesity Initiative
Government Domain

Objectives:

- Document the unique efforts to support and enact policy change at multiple levels of government
- Study multidisciplinary partnerships
- Investigate factors influencing success

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**SAN DIEGO COUNTY
CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

Call to Action
San Diego County
Childhood Obesity Action Plan

Revised 2010

www.OurCommunityOurKids.org

Published in January 2006



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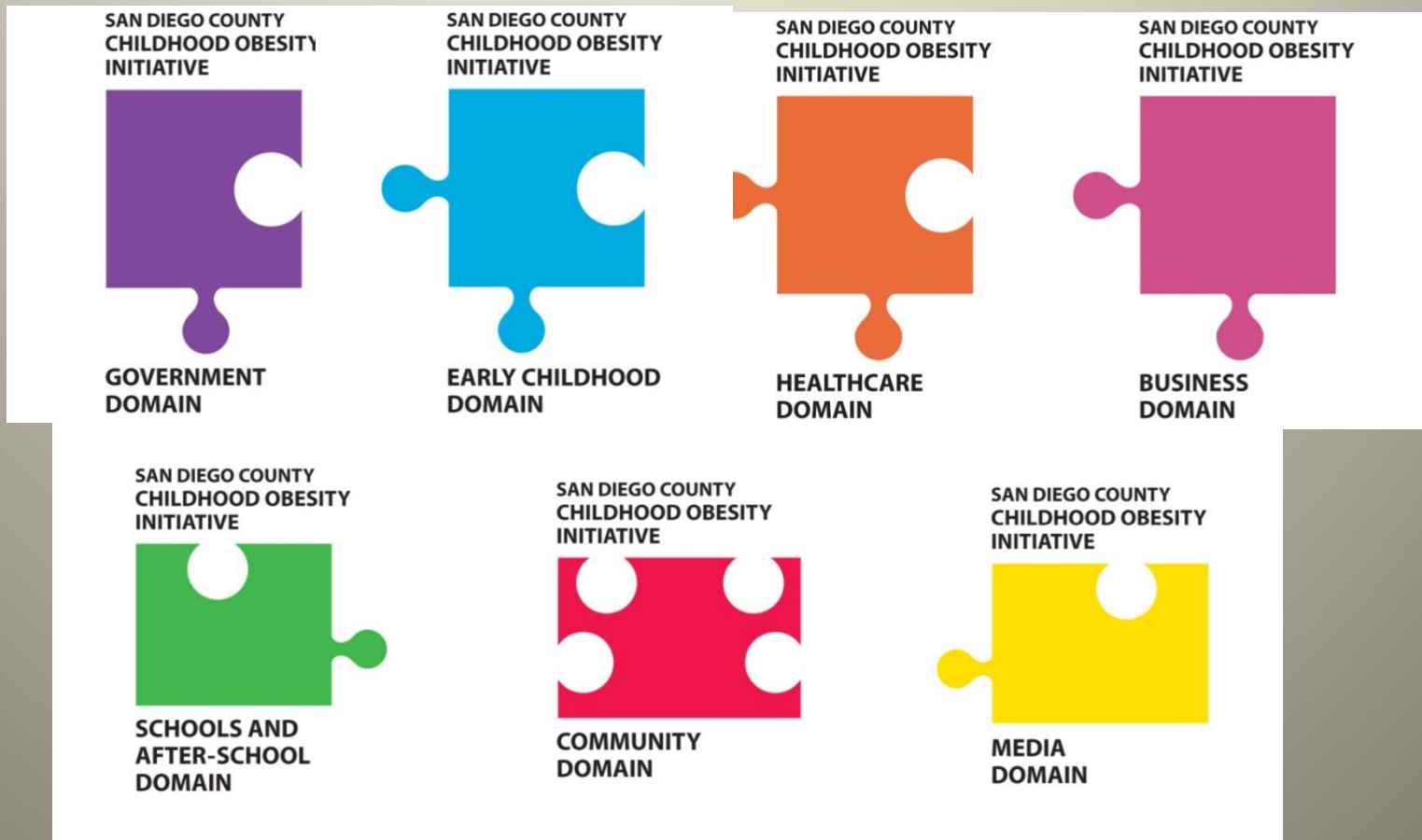
Mission

The San Diego County Childhood Obesity Initiative is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.

Purpose

- Provide leadership and vision
- Coordinate countywide obesity prevention efforts
- Create, support and mobilize partnerships across multiple sectors or “domains”

Seven Domain Areas



Case Study: San Diego County Childhood Obesity Initiative Government Domain

Methods:

- Interviews with domain partners
- Analysis of:
 - Public records of laws/regulations
 - Advocacy documents evidencing integration of policy changes
 - Domain reports and symposia participant lists
 - Domain partner websites

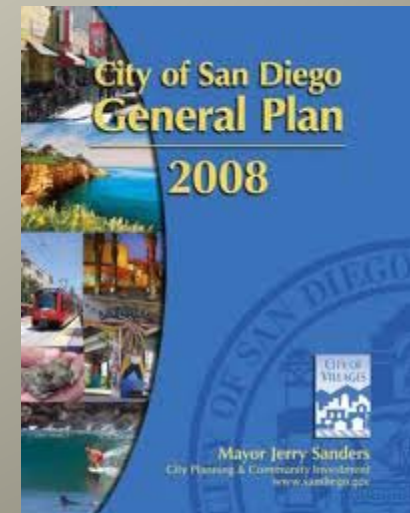
Setting the Stage

Foundational Steps

- Training and education of public health staff
- Building new relationships with other disciplines
- “Getting to know you” activities

Initial Actions

- Inclusion of health language in City of San Diego General Plan
- Public Health review of County Dept. of Land Use reports
- Provided language for Regional Transportation Plan



Domain Activities

- Growing Green, Growing Healthy: Planning Solutions for Healthy Communities, Development and Climate Change
 - Land use/transportation planners
 - Elected officials
 - Developers
 - Public health professionals



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Domain Activities

- Healthy General Plans Workshop



Domain Activities

Save the Date:
October 13, 2010

**Uniting Redevelopment & Public Health:
Using Redevelopment to Create Healthier Communities**

8:30 am - 1:30 pm

Wednesday, October 13
FREE

Joe & Vi Jacobs Center
404 Euclid Avenue
San Diego, CA 92114

8:30 - 9:00am—Registration
9:00am - 12:30pm—Program
12:30 - 1:30pm—Lunch (optional)

Please join us for an informational workshop exploring the relationship between public health and redevelopment. Experts from Public Health Law & Policy, County of San Diego Health and Human Services Agency, and redevelopment agencies will be discussing model healthy redevelopment projects, new opportunities for collaboration, and how redevelopment funds can be used to improve the health of your community.

Who Should Attend?
Representatives from:

- Redevelopment agencies
- Planning departments
- Public health professionals
- Nonprofit public health organizations

Please RSVP (including whether you will attend lunch) by 10/8/10:
Melanie Cohn, San Diego County Childhood Obesity Initiative
mcohn@hasdc.org or 858-614-1544
There is no charge for this event.
Space is limited, so register now!

Logos: phlp, LEAGUE OF CALIFORNIA CITIES, COUNTY OF SAN DIEGO HHS, Urban Land Institute, CHILDHOOD OBESITY INITIATIVE, HEALTHY EATING ACTIVE LIVING CITIES CAMPAIGN

- Uniting Redevelopment & Public Health: Using Redevelopment to Create Healthier Communities

Domain Activities

- Regional transportation/climate change:
 - San Diego is first MPO to implement SB375
 - Regional Planning Collaborative Workshop for Planning Commissioners and Professional Planners
 - Public health participation on “Project Mercury”—SANDAG working group

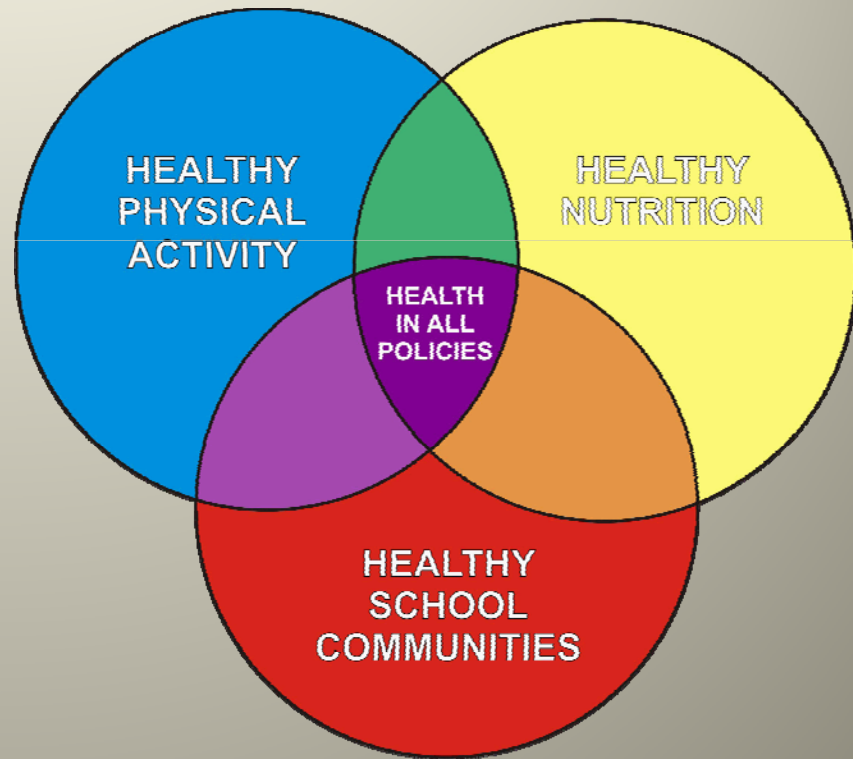


Lessons Learned

- Finding a common agenda and shared solutions engages partners
- Offering real value to collaborators
- Powerful approach in working
 - Across disciplines
 - Across sectors
 - Across jurisdictions
- Public health is evolving
- Leadership and political will critical
- Leverage each success

Moving into the future

- Leveraging success: Communities Putting Prevention to Work
- Sharing lessons learned
- Continued support of multi-jurisdictional policy change



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Contact Information

Health Policy Consulting Group
www.healthpolicyconsulting.com

✉ Leslie Linton: llintonconsulting@sbcglobal.net

✉ Christine Edwards: cedwards@healthpolicyconsulting.com

Tracy Delaney

County of San Diego Health & Human Services Agency

✉ tracy.delaney@sdcounty.ca.gov

Cheryl Moder

San Diego County Childhood Obesity Initiative

www.OurCommunityOurKids.org

✉ cmoder@sdchip.org

