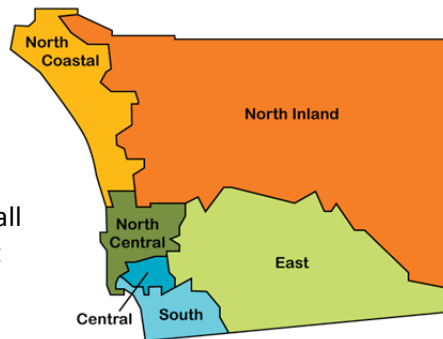


*Live Well San Diego*  
**Central Region Leadership Team**  
**Community Health Improvement Plan**

Formed in June 2010, the *Live Well San Diego Central Region Leadership Team* is a group of community leaders and stakeholders actively working together in the HHS Central Region to fulfill the vision of *Live Well San Diego*.

*Live Well San Diego* is a collective vision aimed at improving the overall health safety, and well-being of San Diego County residents. It is built upon four pillars:

1. Building a Better Service Delivery System
2. Supporting Positive Healthy Choices
3. Pursuing Policy and Environmental Changes
4. Improving the Culture from Within County Government



***The County of San Diego is divided into six Health and Human Services regions based on zip code.***

In Fall of 2010, Central Region forum participants identified the following as critical community issues: *Health, Tobacco, Safety & Built Environment, and Food Equity/Access to Healthy Food*.

Each community issue has corresponding strategic goals with specific, achievable, and time-bound Measurable Objectives of Success. From January to October 2012 community organizations, county representatives, and residents developed these strategic goals using **Mobilizing for Action through Planning and Partnerships (MAPP)**, a community-driven strategic planning process for improving community health.

The **Health** goals are:

- Implement culturally appropriate worksite wellness policies that address nutrition, stress management and physical activity within Central Region.
- Build collaboration between organizations to bridge the gap between services and care.

The **Tobacco** goal is:

- Reduce access and exposure to, and use of, tobacco products in communities that are most likely to be targeted by, and vulnerable to, tobacco industry marketing activities.

The **Safety & Built Environment** goals are:

- Safe routes to safe places
  - Promote active participation in Safe Routes to School Program or Safe Passage Collaborative
- Crime Prevention Through Environmental Design (CPTED)
  - Conduct PhotoVoice Projects to implement CPTED strategies at three parks.
- Safe neighborhoods
  - Improve residents feeling of safety through Crime-Free Multi-Housing and sustainability efforts.

The **Food Equity/Access to Healthy Food** goal is:

- Promote access to healthy foods through healthy retailers, collaborative efforts & community resources.

You are invited to attend our bi-monthly Central Region Leadership meetings and workgroups to offer input on the implementation of these goals, form collaborative partnerships, share your efforts, and learn more about the programs in your community. Contact Tina Emmerick at [Tina.Emmerick@sdcounty.ca.gov](mailto:Tina.Emmerick@sdcounty.ca.gov) or 619-521-7460.

*Live Well San Diego*  
**Central Region Leadership Team**  
**Community Health Improvement Plan**

Some examples of *Live Well San Diego* in action within Central Region include:

❖ **Live Well San Diego Designations and Partnerships**

- *Live Well San Diego* is the County of San Diego's roadmap to achieve a safe, healthy, and thriving region. Partnerships are essential to our success. Our diverse partners include cities, community and faith-based organizations, businesses, school districts that have a long-term role in promoting the Live Well San Diego vision.
- We encourage your agency to become a recognized Live Well Partner. See the full list of LWSD Partners at <http://livewellsd.org/partners/>

❖ **CX3 - Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3)**

- Implemented in the Lincoln Park neighborhood in Southeastern San Diego.
- Intervention strategies include community & school garden projects, a Youth Engagement program, walkability improvements, and work with the local Farmers Market.
- Community partners include Project New Village, Lincoln High School, and Sons & Daughters of Guam Club.

❖ **Intergenerational (IG) Programming**

- Building meaningful partnerships across the age spectrum to address health and social challenges in our neighborhoods is a key component to a healthy, safe, and thriving community. Incorporating intergenerational strategies into new and existing programs can enhance efforts, leverage resources, and improve health outcomes.
- Regional activities include collaborating with partners on increasing access to care, improving mental health, promoting physical health, reducing isolation, fostering mentoring and more - all with an intergenerational lens.

❖ **Resident Leadership Academies (RLA)**

- The Resident Leadership Academy empowers residents to improve their quality of life by implementing policy changes that promote physical activity, safety, and healthy food choices. The RLA is comprised of a 10-week curriculum that is designed to be shared with resident leaders to inspire action and facilitate sustainable, community-driven leadership on public health issues.
- After completing the training, RLA graduates continue working with public and private institutions in their respective communities to implement these policy changes.

❖ **Safe Routes to Schools (SRTS) /Safe Passage Programs**

- To increase the safety of children walking and biking to schools, the City of San Diego partnered with the Center for Healthier Communities at Rady Children's Hospital to implement SRTS at 26 elementary schools and 6 middle schools within Southeastern San Diego.
- Safe Passage is a collaboration of law enforcement, school staff and community partners addressing traffic safety, truancy, drug/alcohol use, and issues of student safety and well-being. This unfunded program relies on community volunteers and collaborative partners.