



LIVE WELL  
SAN DIEGO



Summary Report  
of the  
***Live Well San Diego***  
**South County Thriving Summit**  
June 16, 2015



June 2015

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Dear Community Partner:

It has been my great pleasure to work with you as we move forward into the fifth year implementation of the *Live Well San Diego* vision to foster healthy, safe and thriving communities. "Thriving," the third and final component of that vision, was unveiled in October 2014. In a thriving community, opportunities exist for all people to grow, connect and enjoy the highest quality of life by enabling them to succeed in all areas of their life. That requires partnerships between government, stakeholders and the community working together with a shared purpose.

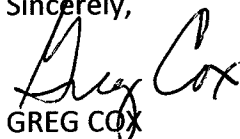
On June 16, 2015, the County's Health and Human Services Agency (HHSA) South Region hosted the first-of-its-kind South County Thriving Summit. The purpose of the summit was to identify innovative strategies to help lift families out of poverty and help everyone reach their fullest potential. Participants, including schools, community-based organizations, and municipal departments such as libraries and parks, came together to identify ways to help families prosper.

The Summit panelists were carefully selected for their demonstrated success in helping families become self-sufficient by creating pathways to careers and linkages to much-needed services. They identified key strategies to help families flourish. These strategies include bringing services to residents, creating partnerships, coordinating services, helping create conditions for families to thrive, and reducing recidivism. Participants engaged in important problem solving during the breakout sessions. They identified solutions such as designing neighborhoods with safety in mind, ensuring accessibility to needed resources, improving school nutrition and exercise programs, incorporating mental health in school culture and pursuing policy changes to help families prosper.

The County Board of Supervisors places a high priority on promoting the health and well-being of our children and families in San Diego County and the connection between good health, safety and thriving.

We hope the enclosed report will spark your desire to work with us as we embark on this journey of "Thriving." We look forward to working with you through the *Live Well San Diego* South Region Leadership Team. Together in 2016, we will bring resources and services to the residents who need them most. Please join us as we work to strengthen families and see them thrive.

Sincerely,



GREG COX

Supervisor, First District

## SUMMIT OVERVIEW

On June 16, 2015, Health and Human Services Agency South Region held a summit to engage a range of recognized *Live Well San Diego* partners, existing Leadership Team members, and other community members in the region in identifying innovative thriving strategies to help lift families out of poverty. Approximately 75 attendees represented a range of public sector, non-profit, philanthropic and private sector organizations that lead efforts in the South Region and countywide for healthy, safe and thriving communities. The summit included a panel of experts, breakout sessions and a wall of successes in which participants could highlight success stories in their organization that aligned with *Live Well San Diego*.



San Diego's South Region faces unique challenges that are barriers for residents in creating a thriving community. A thriving community is one that fosters opportunities for all people to grow, connect and enjoy the highest quality of life. This event focused on experts in the field sharing best practices and developing innovative Thriving strategies to help lift families out of poverty. In 2012, approximately 14% of the population in the South Region was below the poverty level. The County found two major factors that contribute to the poverty level. First, approximately 11% of the South Region population was unemployed compared to the 9.9% of San Diego County. Second, approximately 22% of the South Region population had less than a high school diploma. This can prevent them from obtaining jobs that have higher salaries and offer benefits. Furthermore, it can prevent them from opportunities for promotion within their existing job or from creating career pathways to higher paying jobs.

Attendees at the South County Thriving Summit work in the areas of education, social services and family self-sufficiency. They understand the importance of collective action to address shared challenges, and they recognize the need to share best practices to identify where gaps exist to be filled with current services available. Leadership at the highest levels from the County of San Diego is focusing on creating opportunities for families to prosper.

Kicking off the event, Barbara Jiménez, Director for HHS's Central and South Regions, reminded attendees that South Region works very well collaboratively to solve problems. The region has been working hard on the Health and Safety components of the *Live Well San Diego* vision, and with so many successes, it is time to focus on Thriving. Supervisor Greg Cox went on to mention that Thriving is about helping people

succeed in all areas of their life. It requires partnership between government, stakeholders and the community working collectively in the thriving focus areas of Built and Natural Environment, Enrichment, and Prosperity, Economy and Education. Nick Macchione, Health and Human Services Agency Director, called attendees to action to help all San Diegans thrive. He mentioned that, nationwide, all eyes are on San Diego to provide solutions for current problems. This is because San Diego functions in the generative state. Generative is about paving the way for others to succeed, working beyond simply regulating or working collaboratively. He likened thriving to a community garden. All the plants need nourishment where they live to grow and blossom. Finally, Macchione said that among the highly diverse 473,000 residents in South Bay, some are not living well. *Live Well San Diego* aims to ensure everyone has a chance to live longer and happier with purpose.



*L. to r.: Nick Macchione, Arnulfo Manriquez, Andy Hall, Barbara Jiménez, Supervisor Greg Cox, Kathryn Lembo, José Cruz, and Mack Jenkins*

## SUMMARY OF INPUT

### Panel Summary:

The Panel presentation, moderated by Nick Macchione, County of San Diego, Health and Human Services Agency Director, consisted of representatives from key organizations actively doing work aligned with the Thriving agenda. The included organizations provide family self-sufficiency services, education opportunities for youth and adults, job readiness and capacity building. Panelists included:



- Kathryn Lembo, President and CEO, South Bay Community Services
- Andy Hall, Vice President and Chief Program Officer, San Diego Workforce Partnership
- José Cruz, Executive Director, Barrio Logan College Institute
- Arnulfo Manriquez, President and CEO, MAAC Project

Andy Hall, Vice President and Chief Program Officer, San Diego Workforce Partnership, referred to the grim statistics that San Diego youth between the ages of 15-24 have a 14-15% unemployment rate, and 40-50% of them are considered low-income. The San Diego Workforce Partnership targets these youth and connects them to careers. Hall mentioned that the largest challenge they face is the current approach of preparing adults and youth for jobs. Their program tries to project which jobs will be in demand to prepare their clients for jobs that do not exist yet. He noted the importance of programs becoming flexible and bringing their services to the clients they serve.

José Cruz, Executive Director, Barrio Logan College Institute, explained that the greatest obstacle that South Region organizations face to creating true breakthroughs is the



current partnership culture. There is an element of competition between organizations. South Region must adopt an attitude of abundance. Taking risks and truly connecting as human beings and driven by vision first and then structure to deliver services and measure success, then the funding will follow. With this, opportunities will be created for conversations on real partnerships to provide

services to the whole family unit, not just the individual.

Kathryn Lembo, President and CEO, South Bay Community Services, added that they face similar barriers, but have been successful in partnering with other organizations because they partner long before funding arrives. South Bay Community Services is community owned and operated. They encourage client participation in order to create conditions for them to lift themselves out of poverty. Their clients need skill building and work experience. South Region has such a strong culture of partnership, but the disjointed funding and regulations placed on agencies limits the capacity for providing truly meaningful opportunities instead of simply giving services for those in South Bay. She strongly cautioned that you cannot “service” clients out of poverty. We must create conditions that provide true environments for people to rise up, and we must not be afraid to directly talk about poverty.

Arnulfo Manriquez, President and CEO, MAAC Project, said that MAAC is developing a culture of humanizing clients, not just providing services. Their goal is to help the families they serve achieve sustainable self-sufficiency. Each year students either drop out or are expelled from school, which coupled with high recidivism rates of DUI offenses makes it more difficult to create a healthy environment to thrive.. MAAC partners with businesses to help youth gain job experience and skills. Additionally organizations are hindered by frequent and redundant audits, or limitations placed on them by regulations. Manriquez explained how the Intergenerational Charter School rests on the property of another organization and is subject to many of those organizational rules, in addition to its own. He suggested working in collaboration with community organizations for service delivery, businesses for job experience and skill building, and reducing administrative time to do audits in order to help families succeed.

### **Breakout Group Summary:**

After the panel discussion, participants transitioned into the breakout sessions. The following summary reflects the over-arching key themes from the Summit proceedings and the initiatives discussed in the small group discussions based on the three questions.

- What is the most challenging work that needs to be done?
- How will progress be measured?



- What are the key components for solutions to help people thrive in every stage of their lives?

There were four focus areas for the breakout groups:

1. Built and Natural Environment – which includes transportation, natural and built environments, neighborhoods, and housing
2. Enrichment – which includes civic life and community activities
3. Prosperity and Economy – which includes workforce education and economic development
4. Education – education for workforce development

***Thriving Focus Area: Safety, Natural & Built Environments:***

- Too often the population is trying to access services/programs, but safety or location prevents them
- Use of Service Navigation Centers in communities creates a one-step shop to prevent populations having to make extra trips.
- Programs need to become flexible in order for people to thrive. Focus on safety and design; bring programs to the people.

***Thriving Focus Area: Health, Prosperity & Economy***

- Making sure that peoples' basic needs are met first, and then ensure accessibility (marketing, language, paperwork complexity, transportation, childcare, etc.) so that residents can connect with agencies and one another for social support.
- Use of the *Live Well San Diego* Indicators to ensure success is measured.
- Focus on a comprehensive plan that involves everyone working together and policy change.

***Thriving Focus Area: Health & Education***

- Aligning goals and systems to impact schools; Ensure incorporation of mental health into school culture.
- Establishment of benchmark to measure progress, and identify nexus points.
- Need to understand where a community is at when developing strategies - setting up real expectation based on specific barriers, and challenges within each community.

***Thriving Focus Area: Empowerment (previously called Enrichment, but changed for the purposes of the breakout group)***



- It is important to have all involved parties in the discussion. Organizations must dedicate staff time, government officials must show up, and residents must be involved at all levels of decision-making.
- Use of Self-Sufficiency Matrix- Collective impact to measure shared metrics. Share data with residents to empower and show the value of their time and effort.
- Learning to discover/uncover the “root problems”, and empower residents to identify what needs to change and change it.

#### **NEXT STEPS:**

- HHS South Region will:
  - Conduct future meetings utilizing the *Live Well San Diego* South Region Leadership Team meetings as a venue to further engage partners interested in working on thriving efforts.
  - In partnership with Supervisor Cox, host resource events in 2016 to build upon the summit efforts and connect the public to programs and services.
  - Create summary of input collected in breakout groups to further dialogue at South Region *Live Well San Diego* Leadership Team meetings.
  - Continue to strengthen and increase partnerships and collaboration with key stakeholders; ensure utilization of data to drive the need for change, and involve empowered residents who are able to advocate for their communities.

#### **ACKNOWLEDGEMENT-**

This Summit was the result of the time, input, support, and extensive community outreach by the members of the *Live Well San Diego* South Region Leadership Team. Special thanks should be given to South Bay Community Services for their additional support and contributions that allowed this Summit to occur.

In addition to the incredibly informative panel and break-out group discussions at the summit, there was also an opportunity for partners to share what they considered successes that should be showcased for the South Region. This special activity was called, the “Wall of Success”. In setting the stage for the event, participants were asked to identify what they believe to be the greatest accomplishments in the South Region in the last 5 years. Below are some examples of their input.

**Success in the South Region (Wall of Success)**

<i><b>I believe one of our community's greatest accomplishments in the last five years is:</b></i>	<i><b>The person(s)/organization(s) who made this success happen:</b></i>
<b>HEALTH AND WELLNESS</b>	
Border View Family YMCA opened their facility in April 2011- Serving more people and helping them reach their Health and Wellness goals.	YMCA
Lowering obesity and increasing physical activity in West Chula Vista.	Chula Vista Elementary School District (CVESD)
There has been a decrease of obese students by approximately 5% from 2012-2014 in the Chula Vista Elementary School District.	Combined efforts of the community, organizations and LWSD partners.
CVESD became the first "Live Well San Diego" school district.	Chula Vista Elementary School District
San Diego Youth Symphony (SDYS) & CVESD bring music education to all Chula Vista elementary students.	SDYS & CVESD
<b>COMMUNITY ACTIVITIES AND NEIGHBORHOOD IMPROVEMENTS</b>	
More civic engagement & collaboration in Imperial Beach (e.g.- Imperial Beach Collaborative).	Imperial Beach Mayor Serge Dedina and Antonio Martinez
South Bay Poverty Task Force.	Margarita Holguin, Chula Vista Community Collaborative
Chula Vista Promise Neighborhoods - Collaborations and outcomes through partnerships being able to mobilize multiple agencies, including schools, to increase family success.	SBCS, CVESD, Community Partners, City of Chula Vista & Families
Award winning library branch opened in Eastside Mall- providing free homework help, early literacy programming, and community gathering place.	Chula Vista Public Library, Library Friends, Library Foundation, Otay Ranch Town Center, City of Chula Vista
Smoke-Free public spaces in City of Coronado (Legislative policy, Municipal ordinance).	Communities Against Substance Abuse- Lorenzo Higley
CDC REACH grant award.	Community Health Improvement Partners (CHIP), Childhood Obesity Initiative (COI), County of San Diego, City of Chula Vista, CVESD and more...
South Region <i>Live Well San Diego</i> Leadership Team and subcommittees	Over 20 community partners
<b>PLANNING AND COMMUNITY DEVELOPMENT</b>	
Partnerships:	

<b><i>I believe one of our community's greatest accomplishments in the last five years is:</i></b>	<b><i>The person(s)/organization(s) who made this success happen:</i></b>
<ul style="list-style-type: none"> <li>• County Library &amp; HHSA</li> <li>• Aging and Independence Services (AIS) &amp; San Diego Legends: Living Well</li> </ul>	
Work at Harborside Park- COSTCO and Harborside Elementary fixed fence boundaries to improve safety of the students.	
The ability to bring community stakeholders together to address community needs.	SBCS & HHSA
Building/Opening King-Chavez Health Center (SESD). Chula Vista Medical Plaza, Northgate Gonzalez Market Clinic in Chula Vista.	San Ysidro Health Center (SYHC)
Great collaboration & partnership between government agencies and community-based organizations (e.g.- HHSA, AIS, SoCAN, CVCC, etc..).	Multiple Agencies and Partners
<b>YOUTH AND FAMILY SERVICES</b>	
Served over 500 children between 0-5 in preschool with behavioral support services.	First 5 and YMCA
<b>ENGAGEMENT OF AT-RISK GROUPS</b>	
Receiving the CDC REACH Grant to address health disparities in the 91910/91911 zip codes. The grant is for just over \$2 million for 3 years.	Community Health Improvement Partners (CHIP)
Affordable Care Act (ACA) outreach. Medi-Cal expansion allowing more people coverage to access healthcare.	Supervisor Cox, County HHSA and SYHC
The Collaboration of the home visiting programs to coordinate care and identify gaps via the Referral Pathways Collaborative.	All In-home agencies working together
<b>PUBLIC SAFETY</b>	
Areas of Chula Vista and National City are feeling safer.	
The bikeway that has connected all southern cities and building the relationship with Mexico by the infrastructure of the border - Both of these have made a better living for all.	Supervisor Cox, Imperial Beach Collaborative, Imperial Beach Mayor, Serge Dedina and Antonio Martinez
<b>ADDITIONAL ACCOMPLISHMENTS</b>	
Promotora Model	Chula Vista Community Collaborative (CVCC)
More community parents have learned to use their voices. (e.g.- testimonials from the community have created Chula Vista District Lines).	
Last month received a music partnership national award from Yale University.	CVESD