



LIVE WELL  
SAN DIEGO

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# Building Better Health

## Overview:

The first component of the *Live Well San Diego* vision, *Building Better Health*, was adopted by the San Diego County Board of Supervisors in 2010. This component aims to improve the health of all residents and support healthy choices through access to quality care, physical activity, healthy eating, and **preventing** tobacco and other drug use. The County of San Diego and its partners collaborate regularly, each contributing in unique ways to advance the shared vision and make a greater impact on the health of the 3.3 million residents living in the region.

Throughout the nation and locally, three behaviors – poor nutrition, lack of physical activity, and tobacco use – contribute to four diseases: cancer, heart disease and stroke, type 2 diabetes and lung disease. These diseases result in over 50 percent of deaths in San Diego County. Improving health habits can lead to a better quality of life and result in significant savings to taxpayers.

## Key Components:

- **Who We Serve** – Individuals, Families, and Communities
- **Focus Areas** – Access to Quality Care, Increased Physical Activity, Support Healthy Eating, Stop Tobacco Use
- **Timeline** – Ongoing implementation measured by identifying specific objectives/goals and linking outcomes to the *Live Well San Diego* Top 10 Indicators
- **Where** – Throughout San Diego County, working collaboratively with stakeholders and community partners
- **How We Achieve Our Goals** – Strategies and corresponding implementation actions provide direction; Four Strategic Approaches provide framework

## Themes:

The *Building Better Health* component serves as a blueprint for improving community health and quality of life over the long term. Our region is *Building Better Health* when we:

IMPROVE  
ACCESS TO  
QUALITY CARE

INCREASE  
PHYSICAL  
ACTIVITY

SUPPORT  
HEALTHY  
EATING

STOP TOBACCO  
AND OTHER  
DRUG USE

## **How We Support These Themes:**

### ***Improve Access to Quality Care***

The County of San Diego and its partners are committed to continuous improvement of its systems so that services and care provided to the most vulnerable populations are accessible, high quality and cost efficient. A better service delivery system can be built by providing coordinated care, improving access to services and improving how we provide services and support.

### ***Increase Physical Activity***

Living and working environments can impact a person's ability to make healthy choices. The County of San Diego and its partners are incorporating health into policies and community planning efforts to improve access to healthy food, create safe and active communities, and increase tobacco- and drug-free environments. Volunteer and employment opportunities are being promoted to increase active and meaningful living and improve behavioral health.

### ***Support Healthy Eating***

Ultimately, individuals are responsible for their own health. To encourage healthy eating, the County of San Diego together with community partners will provide residents with information, tools and opportunities to help improve their health. Increasing the availability and affordability of fresh fruits and vegetables, expanding school-based Supplemental Nutrition Assistance Program screening and promotion of nutrition and health improvement strategies will encourage residents to take steps towards healthier eating.

### ***Stop Tobacco and Other Drug Use***

It is critical to address behaviors to reduce disease and ultimately improve quality of life for residents. To support tobacco- and drug-free lives, the County of San Diego and community partners are promoting smoking cessation initiatives that positively impact health and well-being. Supporting policies that favor smoke-free environments and eliminate access to tobacco products for minors can help improve quality of life and encourage healthy living.

## **How You Can Get Involved:**

- Share this strategy with your members and stakeholders.
- Identify goals in this strategy that you have accomplished or would like to work towards.
- Report your accomplishments annually to the County of San Diego with presentations to the Board of Supervisors, city councils, and community partners.
- Help achieve the vision of a region that is *Building Better Health* for everyone!