

## NORTH CENTRAL REGION - COMMUNITY LEADERSHIP TEAM

### INTRODUCTION

*Live Well San Diego* Community Leadership Teams connect the collective efforts of community groups in each region across San Diego County. They provide a central point for planning and organizing collaborative action for community change. Working together allows for planning and implementation of innovative and creative projects aimed at achieving the *Live Well San Diego* vision of a region that is Building Better Health, Living Safely and Thriving.

Formed in June 2012, the North Central Community Leadership Team has helped to assess, develop and guide priorities and activities that improve well-being in the region using data-informed strategies. Through an initial Community Health Assessment and the active development of a Community Health Improvement Plan, now Community Enrichment Plan, the North Central Community Leadership Team has evolved to address all aspects of health and well-being.

The North Central Community Leadership Team consists of many County and community partners, as well as community clinics. With a focus on three priority areas, the North Central Community Leadership Team utilizes social media to spread awareness, art to improve pedestrian safety in busy intersections, and educates residents on the appropriate use of available health care services. Three work groups drive the activity in each of the three priority areas below.



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

### PRIORITY AREAS

#### BUILDING BETTER HEALTH

- Increase physical activity
- Improve healthy eating and nutrition
- Improve behavioral health
- Improve access to care and prevention
- Reduce chronic disease

#### LIVING SAFELY

- Reduce drug and underage alcohol use
- Ensure local systems are trauma informed

#### THRIVING

- Improve child, youth and family wellness and resiliency
- Improve active transportation and access to park and community spaces

### PARTNERSHIPS

University of California San Diego, 2-1-1 San Diego\*, American Lung Association in California\*, American Red Cross WIC; Bayside Community Center\*, Community Health Improvement Partners\*, Cross Cultural Horizons, Doyle Park and Recreation Council\*, Family Health Centers of San Diego\*, Jewish Family Services of San Diego\*, Kids Turn San Diego\*, Linda Vista Multi-Cultural Fair, McAlister Institute, Neighborhood House Association\*, Ovarian Cancer Alliance\*, Salud Health Info, Jacobs & Cushman San Diego Food Bank\*, San Diego Oasis\*, SAY San Diego\*, Susan G. Komen San Diego\*, Union of Pan-Asian Communities\*, University City Community Association\*

\**Live Well San Diego* Recognized Partner

### RECOGNIZED PARTNERS SERVING

**NORTH CENTRAL REGION: 129**

- 38** Business & Media
- 86** Community & Faith-Based Organizations
- 1** Cities & Governments
- 4** Schools & Education

# NORTH CENTRAL REGION PARTNER SUCCESS STORIES

Community partners are committed to advancing the *Live Well San Diego* vision of a region that is Building Better Health, Living Safely and Thriving. Working together under the direction of the Regional Community Leadership Teams, individuals and organizations are driving meaningful and sustainable improvement in the lives of San Diego County residents. Several efforts from the 2013-18 Community Health Improvement Plan are highlighted here, with data on progress achieved and the research that explains why these activities contribute to positive community change.

## Eliminating Stigma Around Mental Health

According to the National Institute of Mental Health, about one in five adults live with a mental illness, varying in degree of severity from mild to severe. Children and adolescents also suffer from mental illness. Despite how common it is, stigma remains a barrier to individuals seeking help. This is why campaigns to eliminate stigma associated with mental health and substance use problems have been a focus of public awareness campaigns. The North Central Community Leadership Team is interested in increasing access to mental health resources in the region and decreasing stigma to encourage those who need help to seek it.

### Progress Made

- Since 2014, a total of 321 suicide prevention trainings were convened, reaching 6,700 people across the county provided by the Community Health Improvement Partners.
- Mental Health First Aid trainings conducted by Urban Corps were made available to help community members learn how to identify those who may need mental health assistance.
- The percent of adults in North Central Region who self-reported they needed help and received treatment for mental health or substance use issues appears to be increasing—from 65% in 2012 to 84% in 2016 (19 percentage points).



Mental Health Awareness Event

**Key Partners Involved:** Community Health Improvement Partners, Urban Corps of San Diego

## Traffic Calming and Place Making With Intersection Murals

Intersection murals are unique traffic calming mechanisms that serve to beautify a community, build community empowerment, and create safer environments for pedestrians. The Bayside Community Center's Resident Leadership Academy conducted a walk audit in the Linda Vista community, discovering that residents were very concerned about a dangerous intersection near Montgomery Middle School where cars were often speeding and accidents had occurred. The North Central Community Leadership Team provided support throughout the mural project.

### Progress Made

- The Bayside Community Center RLA led community engagement efforts to plan, design and create the mural over a 2 ½ year period.
- Interactive visioning workshops were held with the community to determine the overall mural design along with input from local artists.
- The project was approved by the City of San Diego Arts and Culture Commission, and a \$1,500 grant was awarded by the San Diego Association of Governments' (SANDAG) Walk Ride and Roll Program to the Bayside Community Center to fund the installation of the mural.



Linda Vista Intersection Mural

**Key Partners Involved:** Linda Vista Intersection Mural Network, Montgomery Middle School, Bayside Community Center Resident Leadership Academy, City of San Diego Arts and Culture Commission, SANDAG

## Outreach Campaigns Promoting Healthy Behaviors

Outreach campaigns are an important way to raise awareness and create behavior change. The North Central Community Leadership Team engaged in several campaigns to address priority concerns, including the misuse of emergency rooms for routine medical care and encouraging healthy eating and physical activity through the 5-2-1-0 Every Day! Campaign.

### Progress Made

- Over 6,000 people received the “Where Should I Go?” brochure which provides information on where to go for health care, when the emergency room is appropriate to use and when it is not.
- Over 20 health care partners in the North Central Region promoted healthy eating and physical activity using 5-2-1-0 Every Day! Campaign materials.
- Nearly 1,000 Intimate Partner Violence resources were distributed to Sweetwater, San Diego, and Grossmont School Districts and Family Resource Centers in the region.
- 10 additional campaigns were launched over the past few years that addressed such public concerns as food insecurity, child sexual abuse, family health and fitness, and domestic violence, breast cancer and diabetes awareness.



Outreach event to encourage physical activity

**Key Partners Involved:** Childhood Obesity Initiative, Community Health Improvement Partners, Educate to Eliminate, Family Health Centers of San Diego, Jacobs & Cushman San Diego Food Bank, SAY San Diego, Sweetwater Union High School District, San Diego Unified School District, and Grossmont Union High School District

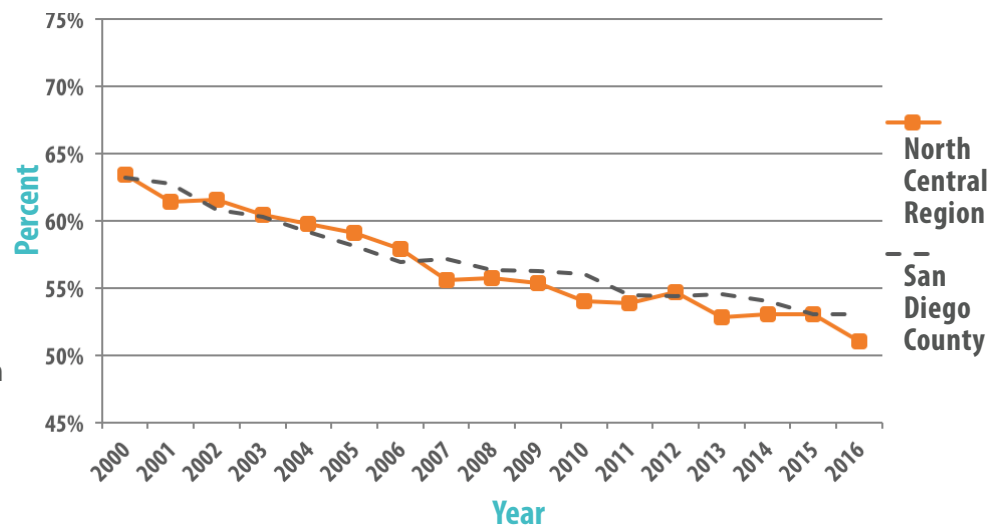
## Measuring Progress: 3-4-50

While *Live Well San Diego* has expanded far beyond a chronic disease prevention strategy, 3-4-50 remains an important way the County measures its progress. 3-4-50 refers to three behaviors (poor diet, physical inactivity, tobacco use) contributing to four diseases (cancer, heart disease and stroke, type II diabetes and lung disease) leading to more than 50% of all deaths in San Diego County.

Overall in San Diego County and in North Central, deaths due to chronic diseases are trending downward. In San Diego County, the percentage of deaths due to chronic disease has declined from 63% in 2000 to 53% in 2016. In North Central Region, the percentage dropped from 63% in 2000 to 51% in 2016.

Read the North Central Region Community Health Improvement Plan online: [LiveWellSD.org/northcentral](http://LiveWellSD.org/northcentral)

### 3-4-50 Death Percentages Among San Diego County Residents North Central Region, 2000-2016



# MEASURING PROGRESS

## Top 10 Live Well San Diego Indicators

The Top 10 *Live Well San Diego* Indicators define what it means to live well in San Diego. Measured across the lifespan among all residents, these Indicators capture the collective impact of programs, services, and interventions using evidence-based practices to create a region where all residents are healthy, safe and thriving. The table below represents the progress being made by all partners across the North Central Region.

Indicator Performance	Trend is moving in the right direction	Trend is moving in the wrong direction
	↑ ↓	↑ ↓

Indicator	Trend	San Diego County	North Central Region	Coastal	Del Mar-Mira Mesa	Elliott-Navajo	Kearny Mesa	Miramar	Peninsula	University
<b>HEALTH</b>										
Life Expectancy: Average life expectancy for a baby born today (2016)	↑	82.1	84.1	86.3	85.2	83.5	82.0	U	84.6	84.3
Quality of Life: Percent (%) of people healthy enough to live independently (2016)	↑	94.8%	96.2%	96.5%	97.2%	95.6%	95.2%	98.7%	95.4%	97.3%
<b>KNOWLEDGE</b>										
Education: Percent (%) of students graduating from high school (2016)	↑	85.8%	95.1%	97.6%	94.8%	96.2%	91.1%	97.4%	96.5%	97.6%
<b>STANDARD OF LIVING</b>										
Unemployment Rate: Percent (%) unemployed of civilian labor force (CA Employment Development Dept. Fiscal Year 2017-18 Average)	↓	3.6%	U	U	U	U	U	U	U	U
Unemployment Rate: Percent (%) unemployed of civilian labor force (ESRI Community Analyst projected calendar year 2018 estimate) *	↓	3.9%	3.0%	2.7%	2.9%	2.8%	3.4%	4.2%	3.0%	3.0%
Income: Percent (%) of population spending less than 1/3 of income on housing (2018)	↑	52.9%	56.3%	55.9%	63.7%	56.8%	54.5%	10.1%	53.0%	51.9%
<b>COMMUNITY</b>										
Security: Number (#) of total crimes per 100,000 residents (2016)	↓	2,180.4	U	U	U	U	U	U	U	U
Physical Environment: Percent (%) of days in month when air quality is rated poorly (2017)	↑	17%	U	U	U	U	U	U	U	U
Built Environment: Percent (%) of population living within 1/4th of a mile of a park or community space (2018)	↓	61.3%	70.2%	73.5%	72.1%	59.0%	72.9%	2.8%	77.7%	68.3%
<b>SOCIAL</b>										
Vulnerable Populations: Percent (%) of people with low income experiencing food insecurity (2017)	↓	38.5%	33%	U	U	U	U	U	U	U
Community Involvement: Percent (%) of people volunteering (2015)	↑	33.2%	U	U	U	U	U	U	U	U

U = Unavailable; The table reflects the most recent data available as of August 20, 2018. \*Data source used to report Unemployment Rate at a sub-regional level.

Read the full 2017-2018 Annual Report online: [LiveWellSDAnnualReport.org](http://LiveWellSDAnnualReport.org)