

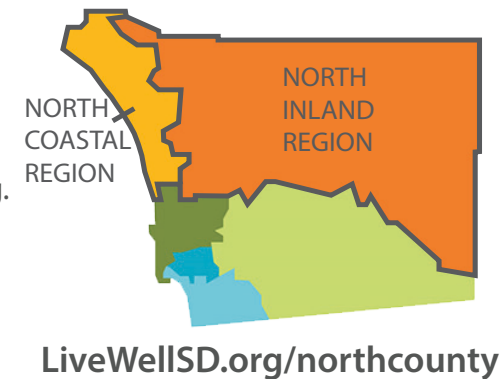
NORTH COUNTY REGIONS - COMMUNITY LEADERSHIP TEAM

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 January 2012, the North County Regions 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 development of a Community Health Improvement Plan, now Community Enrichment Plan, the North County Regions Community Leadership Team has evolved to address all aspects of health and well-being.

The North County Regions Community Leadership Team has hosted three forums—in March 2013, Building Better Health Forum; in March 2015, Living Safely Forum; and in April 2017, the Thriving Forum. At the Building Better Health Forum, more than 80 leaders representing many sectors, including community clinics and hospital districts, explored the importance of partnerships. At the Living Safely Forum, with 150 community stakeholders, including law enforcement agencies, leaders focused on the intersection of health and safety in topics such as reducing crime and unintentional injuries, addressing drug use and underage alcohol use, and increasing disaster preparedness. At the Thriving Forum, more than 200 community stakeholders from across every sector, including the private sector, shared their perspectives on three focus areas—1) built and natural environment, 2) enrichment, and 3) prosperity, economy, and education—and provided ideas for the Community Leadership Team to explore in developing Thriving goals for the Community Enrichment Plan.



PRIORITY AREAS

BUILDING BETTER HEALTH

- Increase physical activity
- Improve healthy eating and nutrition
- Improve behavioral health

LIVING SAFELY

- Increase disaster preparedness
- Improve crime prevention and protection
- Reduce unintentional injuries
- Reduce drug and underage alcohol use

THRIVING

- Incorporate Thriving into North County Community Enrichment Plan

PARTNERSHIPS

North Coastal Teen Recovery Center, North San Diego Business Chamber*, VETality Corp & Fidelity Security Solutions LLC.* California State University San Marcos*, Carlsbad Unified School District*, Escondido Unified School District*, Fallbrook Union Elementary School District*, Julian Union High School District*, Mira Costa Community College District*, Oceanside School District*, Ramona Unified School District*, San Marcos Unified School District*, Vista Unified School District*, City of Carlsbad*, City of Encinitas*, City of Oceanside*, City of San Marcos* San Diego Sheriff's Department, 211 San Diego*, All Star Vets, American Heart Association*, American Liver Foundation*, Borrego Community Health Foundation*, Community Health Improvement Partners, Escondido Education Compact*, Fallbrook Family Health Center/Community Health Systems Inc., Feeding San Diego*, Interfaith Community Services*, Junior Achievement of San Diego*, Leap to Success*, Mental Health Systems*, North Inland Community Prevention Program, Move Your Feet Before You Eat Foundation*, National Alliance on Mental Illness*, New Village Arts, NorCAN*, North County Health Services*, North County Lifeline*, North County Philanthropy Council*, Palomar Health Community Action Council, San Diego Children's Discovery Museum*, San Diego Veteran Coalition*, San Dieguito Alliance for Drug Free Youth, San Marcos Prevention Coalition, Solana Center for Environmental Innovation*, Sustainable Surplus Exchange*, The Fellowship Center*, Tri-City Medical Center, Vista Community Clinic*, California Indian Legal Services*, Indian Health Council Inc.

**Live Well San Diego* Recognized Partner

RECOGNIZED PARTNERS SERVING NORTH COUNTY REGIONS: 118

- 19 Business & Media
- 66 Community & Faith-Based Organizations
- 7 Cities & Governments
- 26 Schools & Education

NORTH COUNTY REGIONS 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 Enrichment Plan are highlighted here, with data on progress achieved in implementing key objectives.

Campus Community Connect Partnership Model and Tools for Schools Toolkit

The Tools for Schools Toolkit was created to provide resources for administrators, teachers and school support staff aimed at reducing childhood obesity and increasing access to behavioral health, both identified as needs by the County's 42 school Superintendents. In addition to the Toolkit, the North County Regions Community Leadership Team created the Campus Community Connect model to reach the 25 school districts located in the Region. Campus Community Connect utilizes existing resources to bridge gaps, enhance partnerships, and build capacity of school district support teams.

Progress Made

- Superintendents' Forum held in 2014 to identify the needs of each district and to receive input on the Tools for Schools Toolkit which was released in 2015, and then updated in 2017.
- All 25 North County school districts received the Tools for Schools Toolkit.
- Partnered with four North County school districts to hold Campus Community Connect events.
- Campus Community Connect has reached over 500 school social workers, counselors, nurses, administrators, family liaisons and community partners to provide a support network for over 74,000 students within four of the largest districts in North County.



San Marcos Unified School District event

Key Partners Involved: Escondido Union School District, Escondido Union High School District, San Marcos Unified School District, and Vista Unified School District.

Stigma Free San Diego Campaign and Check Your Mood Depression Screenings

One in five adults experiences a mental illness in any given year. This not only affects emotional wellbeing but also has negative impacts on physical health. Although depression is the most common of these challenges, many do not receive needed treatment. Depression screening is an important tool for identifying who needs help, particularly among high risk groups.

Progress Made

- Since 2013, a total of 51 community partners have reached over 1,274 North County residents through Check Your Mood (CYM) depression screening events.
- In 2015, four local colleges hosted CYM events with more than 65 students screened.
- In 2017, a total of 664 individuals in North County accessed information from resource tables hosted by community partners with 322 individuals screened.
- The percentage of adults in North County who self-reported needing help and received treatment for mental health or substance use issues has increased from 55% in 2012 to 66% in 2016.



California State University, San Marcos, Check Your Mood

Key Partners Involved: 51 Check Your Mood Partners, California State University San Marcos, MiraCosta College, Palomar College, and University of Southern California's School of Social Work

North County Intergenerational Games

Intergenerational activities are an approach to bridge the gap between all generations for mutual benefit. Evidence suggests that these activities advance social cohesion and reduce isolation among people of all ages. This results in positive trends in mental health and positive changes in attitudes towards people of different age groups. Intergenerational Games increase mutual understanding and respect between generations and promote healthy, active and life-long behaviors. Active older adults serve as role models for youth and help dispel stereotypes regarding the abilities of older adults.

Progress Made

- The North County Intergenerational Games are held annually in April with a total of six games held since 2014 in Poway/Rancho Bernardo and San Marcos.
- Since 2014, over 300 older adults and 400 youth in North County have participated in Intergenerational Games.
- Children from local day camps in San Marcos participate in the Intergenerational Games.



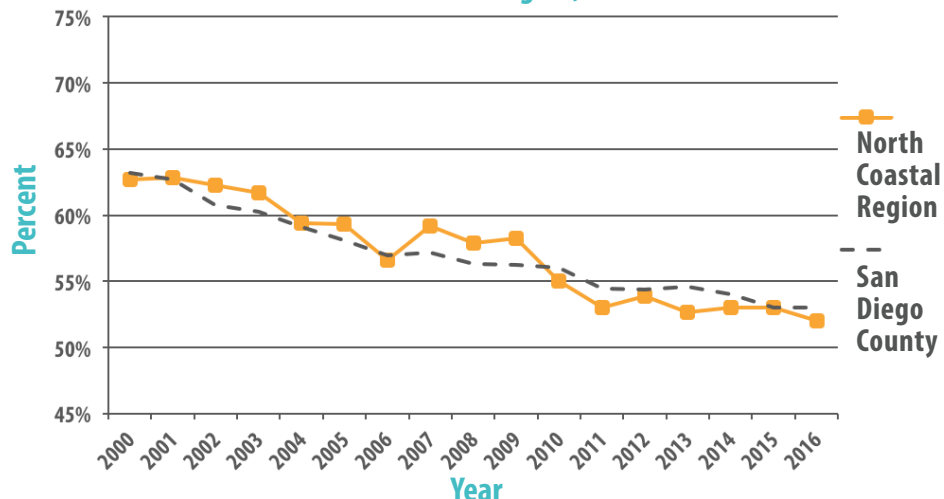
North County Intergenerational Games in San Marcos

Key Partners Involved: City of San Marcos, Palomar Health, North County Health Services, the University of St. Augustine, Move Your Feet Before You Eat, San Marcos Senior Center, Ed Brown Senior Center at Rancho Bernardo and AARP.

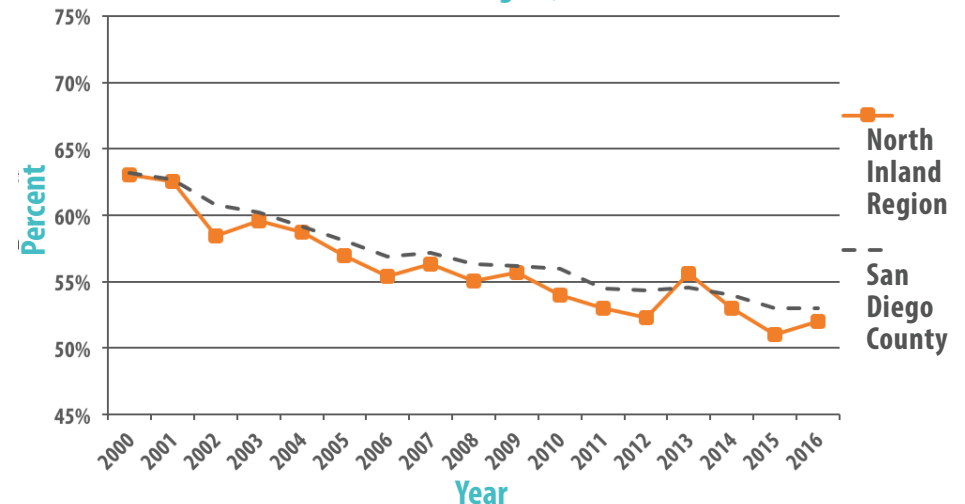
Measuring Success: 3-4-50

While *Live Well San Diego* has expanded far beyond a chronic disease prevention strategy, 3-4-50 is still an important way the County measures its progress. 3-4-50 refers to three behaviors (poor diet, physical inactivity, and 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 County, 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 both the North County Coastal and North County Inland Regions, the percentage dropped from 63% in 2000 to 52% in 2016.

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



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



Read the North County Regions Community Health Improvement Plan online: LiveWellSD.org/northcounty

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 County Regions.

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

Indicator	Trend	San Diego County	North Coastal Region - (NCR)	North Inland Region - (NIR)	Carlsbad - NCR	Oceanside - NCR	Pendleton - NCR	San Diego - NCR	Vista - NCR	Anza-Borrego Springs - NIR	Escondido - NIR	Fallbrook - NIR	North San Diego - NIR	Palomar - Julian - NIR	Pauma - NIR	Poway - NIR	Ramona - NIR	San Marcos - NIR	Valley Center - NIR
HEALTH																			
Life Expectancy: Average life expectancy for a baby born today (2016)	↑	82.1	83.3	82.7	83.7	81.9	U	85.6	82.2	U	81.0	81.5	85.2	U	73.4	83.5	82.8	82.4	82.5
Quality of Life: Percent (%) of people healthy enough to live independently (2016)	↑	94.8%	95.3%	94.8%	95.6%	94.2%	99.5%	96.1%	95.5%	85.0%	94.4%	93.2%	95.9%	93.1%	95.5%	95.7%	95.5%	94.4%	95.3%
KNOWLEDGE																			
Education: Percent (%) of students graduating from high school (2016)	↑	85.8%	88.1%	85.4%	94.8%	84.9%	98.9%	95.5%	78.2%	82.8%	75.9%	82.8%	96.5%	85.0%	81.3%	94.9%	87.3%	81.2%	88.0%
STANDARD OF LIVING																			
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	U	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%	3.5%	3.2%	3.6%	3.8%	9.7%	3.2%	2.8%	8.3%	3.6%	3.9%	2.4%	5.4%	4.9%	2.8%	3.8%	3.2%	3.1%
Income: Percent (%) of population spending less than 1/3 of income on housing (2018)	↑	52.9%	53.2%	54.2%	58.1%	50.0%	16.7%	59.5%	48.6%	48.1%	48.1%	51.6%	61.4%	52.4%	51.3%	63.4%	55.7%	48.9%	52.6%
COMMUNITY																			
Security: Number (#) of total crimes per 100,000 residents (2016)	↓	2,180	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U
Physical Environment: Percent (%) of days in month air quality is rated poorly (2017)	↑	17%	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U	U
Built Environment: Percent (%) of population living within 1/4th a mile of a park or community space (2018)	↓	61.3%	50.8%	41.5%	40.9%	60.1%	15.7%	55.0%	49.3%	4.3%	49.9%	27.5%	47.5%	7.3%	21.2%	41.8%	25.6%	47.4%	7.1%
SOCIAL																			
Vulnerable Populations: Percent (%) of people with low income experiencing food insecurity (2017)	↓	38.5%	37.9%	40.0%	U	U	U	U	U	U	U	U	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	U	U	U	U	U	U	U	U

NCR = North Coastal Region; NIR = North Inland Region; U = Unavailable; This 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