

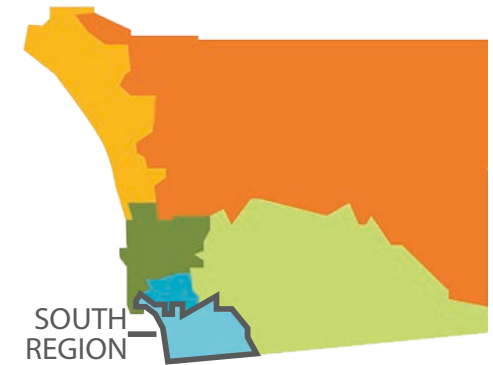
## SOUTH REGION - COMMUNITY LEADERSHIP TEAM

### 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 October 2010, the South Region Community Leadership Team works toward improving community wellness and reducing health disparities among children and families living in the South Region of San Diego. Through an initial Community Health Assessment and the development of a Community Health Improvement Plan, now Community Enrichment Plan, the South Region Community Leadership Team has evolved to address all aspects of health and well-being.

The South Region Community Leadership Team brings together public health agencies, local governments, school districts, health care and community-based organizations to promote policy, environmental and systems changes to create safe, healthy and equitable communities. South Region is participating in Communities of Excellence 2026, an opportunity to study and change the way the community operates, using the Baldrige performance framework.



SOUTH REGION

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

### PRIORITY AREAS

#### BUILDING BETTER HEALTH

- Improve behavioral health
- Reduce chronic disease
- Increase physical activity

#### LIVING SAFELY

- Incorporate Living Safely priorities into the South Region Community Health Improvement Plan

#### THRIVING

- Promote economic vitality
- Improve high school graduation rates

### PARTNERSHIPS

Center for Sustainable Energy, Public Consulting Group, Dairy Council of CA, JLC Consulting, Northgate Gonzalez Markets\*, Holistic Chamber of Commerce, LifeVantage, San Diego County Credit Union\*, State Farm Insurance Company, The Awareness Center, California State Assembly, City of Coronado\*, City of Chula Vista\*, City of Imperial Beach\*, National City\*, City of San Diego\*, San Diego Association of Governments\*, San Diego Housing Commission, US-Mexico Border Health Commission\*, 211 San Diego\*, Alliance Healthcare Foundation, Boys and Girls Club of South County, Chula Vista Olympic Training Center\*, CityReach Church San Diego, Communities Against Substance Abuse, Environmental Health Coalition, Family Health Centers of San Diego\*, Fit As Well, Imperial Beach Collaborative, Imperial Beach Methodist Church, Kaiser Permanente\*, Legal Aid Society of San Diego\*, MAAC Project\*, MANA de San Diego\*, McAllister Institute\*, National City Collaborative, Paradise Valley Hospital\*, Reach Out to Families, San Diego Blood Bank\*, San Diego Foundation, San Diego Health Connect\*, Scripps Family Medicine Residency Program\*, Scripps Mercy Hospital, Southern Caregiver Resource Center\*, United Way San Diego\*, WILDCOAST\*, YALLA San Diego\*, YMCA of San Diego County\*, American Lung Association\*, Casa Familiar\*, Chula Vista Community Collaborative\*, Circulate San Diego\*, Community Health Improvement Partners\*, Imperial Beach Health Center\*, Institute for Public Strategies\*, Junior Achievement of San Diego County\*, La Maestra Family Clinic\*, MediExcel\*, National City Chamber of Commerce\*, National Conflict Resolution Center\*, Olivewood Gardens and Learning Center\*, Operation Samahan\*, San Ysidro Health Center\*, Sharp Chula Vista Medical Center, South Bay Community Services\*, South County Economic Development Council\*, Chula Vista Elementary School District\*, Coronado Unified School District\*, San Ysidro School District\*, National School District\*, South Bay Union School District\*, Sweetwater Union High School District\*, University of California San Diego, National University, Southwestern College, PIMA, UEI

\**Live Well San Diego* Recognized Partner

### RECOGNIZED PARTNERS

**SERVING SOUTH REGION: 55**

- 11** Business & Media
- 31** Community & Faith-Based Organizations
- 6** Cities & Governments
- 7** Schools & Education

# SOUTH REGION PARTNER SUCCESS STORIES

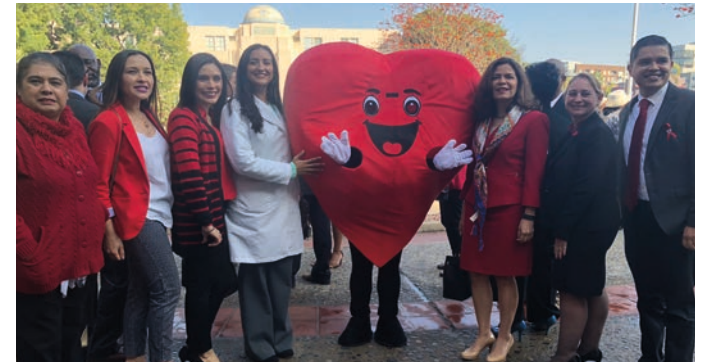
Community partners are committed to advancing the *Live Well San Diego* vision of a region that is Building Better Health, Living Safely and Thriving. Working together under the direction of the Regional Community Leadership Teams, individuals and organizations are driving meaningful and sustainable 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.

## Reaching Across Borders with Love Your Heart Day

Heart disease is the leading cause of death in the United States. Since 2011, the County has sponsored Love Your Heart Day to provide blood pressuring screenings to residents across multiple locations on Valentine's Day. The goal is to educate residents and identify individuals who may be at-risk for heart disease. In collaboration with the US-Mexico Border Health Commission, Mexico Section, Baja California Outreach office, South Region engaged partners to host screenings on both sides of the US-Mexico border.

### Progress Made

- In 2015, Love Your Heart grew into a binational effort called Ama Tu Corazón.
- By 2017, blood pressure screenings were offered in all six border states in Mexico.
- In 2018, a total of 36,669 participants were screened at 390 sites in the United States and Mexico combined (8,712 screenings across 255 sites in the United States and 27,957 screenings across 135 sites in Mexico).



Love Your Heart Day: February 14, 2018

**Key Partners Involved:** For the full list of the 63 Love Your Heart and Ama Tu Corazón partners, visit [LoveYourHeart.org](http://LoveYourHeart.org).

## Advancing Economic Vitality and Connecting Residents to Resources

In 2016, more than a quarter of the South Region population earned incomes less than \$35,000 and 15% of the population was below the poverty level. In addition, 10% of residents were unemployed and 22% had less than a high school diploma. The South Region Community Leadership Team has made it a priority to promote economic vitality, link under-served residents to resources and create a community that is thriving.

### Progress Made

- On June 16, 2015, 75 participants from public, non-profit, philanthropic and private sector organizations attended a Thriving Summit to explore innovative strategies to help lift families out of poverty.
- Four Let's Connect Expos were hosted as an outgrowth of the Thriving Summit, with over 700 residents attending in total. The Expos, held in 2016 and 2017 in Chula Vista, Imperial Beach, National City and San Ysidro, connected attendees with a wide range of resources and enrichment opportunities.
- An Economic Vitality Work Group of the Community Leadership Team meets monthly to discuss community economic needs, set priority areas and goals, review community level data, and plan community improvement projects that contribute to the economic vitality of the region.



Let's Connect Expo

**Key Partners Involved:** Barrio Logan College Institute, Boys & Girls Clubs of South County, MAAC Project, National City Chamber of Commerce, San Diego Workforce Partnership, South Bay Community Services, South County Economic Development Council

## Commitment to Becoming a Community of Excellence

As one of nine communities across the country participating in the Communities of Excellence 2026 Initiative, South Region is applying the Baldrige Excellence Framework to their community for significant and sustained improvements in performance, quality and cost. National City, Chula Vista, Imperial Beach, and several neighborhoods within the City of San Diego are part of the effort. This process involves stakeholders across every sector collaborating to achieve and sustain improved health and well-being, better educational outcomes, and more robust economic conditions.

### Progress Made

- Since beginning Communities of Excellence 2026 in May 2017, the South Region Community Leadership Team has participated in a number of rigorous exercises to create a transformative plan for the South Region.
- For four months, the South Region Community Leadership Team, partners, residents and County staff participated in a series of learning modules, analyzed data, conducted surveys and convened community conversations.
- In November 2017, South Region was recognized by the Communities of Excellence in partnership with the Baldrige program.
- Three focus areas have now been identified for South Region: Chronic Disease Prevention, Education and Economic Vitality. Corresponding work groups have formed and are developing strategic objectives and action plans to drive future community improvement efforts.



Learning Module for Communities of Excellence 2026

**Key Partners Involved:** Chula Vista Community Collaborative, City of Chula Vista Recreation Department, City of Imperial Beach, City of San Diego, Communities of Excellence 2026, Institute for Public Strategies, National City, Nitai Partners, Inc., Operation Samahan, Public Consulting Group, San Ysidro School District, Sharp Chula Vista, South Bay Community Services, South Teen Recovery Center, San Ysidro Health, University of California, San Diego

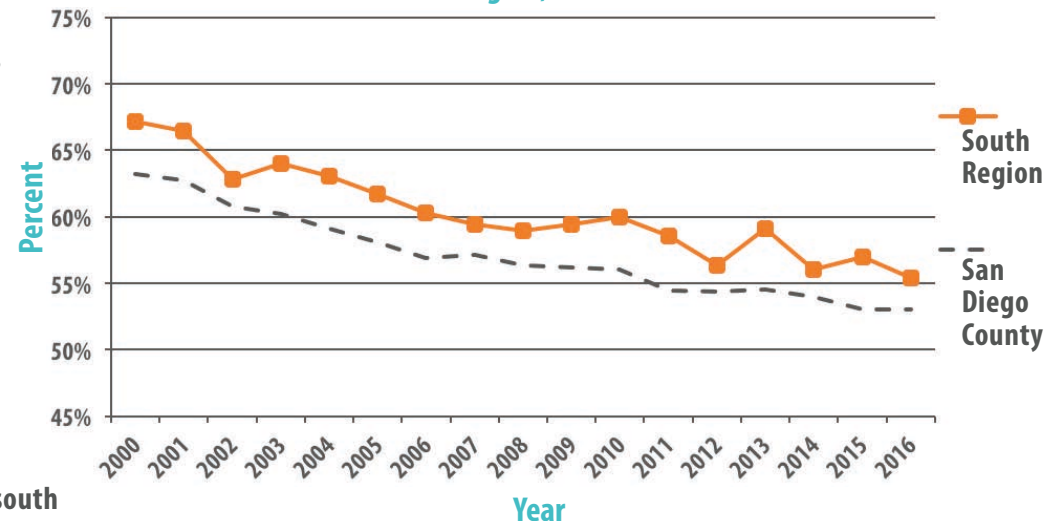
## Measuring Progress: 3-4-50

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.

Deaths due to chronic diseases are trending downward, including in South Region. The overall County percentage of deaths due to chronic disease has declined from 63% in 2000 to 53% in 2016. In South Region, the percentage dropped from 67% in 2000 to 55% in 2016.

Read the South Region Community Health Improvement Plan online: [LiveWellSD.org/south](http://LiveWellSD.org/south)

3-4-50 Death Percentages Among San Diego County Residents  
South 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 South Region.

Indicator Performance		Trend is moving in the right direction		Trend is moving in the wrong direction				
		↑	↓	↑	↓			
Indicator	Trend	San Diego County	South Region	Chula Vista	Coronado	National City	South Bay	Sweetwater
<b>HEALTH</b>								
Life Expectancy: Average life expectancy for a baby born today (2016)	↑	82.1	81.7	81.4	84.9	79.3	80.9	84.0
Quality of Life: Percent (%) of people healthy enough to live independently (2016)	↑	94.8%	93.8%	92.4%	94.8%	92.7%	93.3%	95.6%
<b>KNOWLEDGE</b>								
Education: Percent (%) of students graduating from high school (2016)	↑	85.8%	77.2%	71.3%	97.8%	72.1%	70.5%	89.1%
<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
Unemployment Rate: Percent (%) unemployed of civilian labor force (ESRI Community Analyst projected calendar year 2018 estimate) *	↓	3.9%	5.1%	6.9%	2.5%	5.1%	6.0%	3.4%
Income: Percent (%) of population spending less than 1/3 of income on housing (2018)	↑	52.9%	50.8%	49.1%	52.5%	45.9%	50.5%	56.1%
<b>COMMUNITY</b>								
Security: Number (#) of total crimes per 100,000 residents (2016)	↓	2,180.4	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
Built Environment: Percent (%) of population living within 1/4th a mile of a park or community space (2018)	↓	61.3%	77.4%	78.6%	91.2%	70.9%	79.7%	76.0%
<b>SOCIAL</b>								
Vulnerable Populations: Percent (%) of people with low income experiencing food insecurity (2017)	↓	38.5%	35.8%	U	U	U	U	U
Community Involvement: Percent (%) of people volunteering (2015)	↑	33.2%	U	U	U	U	U	U

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.