



The **San Diego County Childhood Obesity Initiative (COI)** arose from the need to address childhood obesity in San Diego County. In October 2004, the San Diego County Board of Supervisors unanimously voted to support and fund the creation, coordination, and implementation of a countywide plan to end childhood obesity. Community Health Improvement Partners (CHIP), a San Diego non-profit organization with the mission of assessing and addressing priority health needs through collaboration, assisted in coordination of the plan. CHIP tapped individuals with expertise in the areas of healthcare, nutrition, and physical activity from the HHS and the private sector to develop the first Call to Action: San Diego County Childhood Obesity Action Plan (Action Plan), a comprehensive plan to end childhood obesity in San Diego County. Immediately following publication of the Action Plan in 2006, the COI was formed to assure effective implementation of its strategies.

In 2019, the UC San Diego Center for Community Health (CCH) took over facilitation of COI. The CCH continues to grow and strengthen COI's public-private partnership and center its mission to reduce and prevent childhood obesity through policy, systems, and environmental change. This mission is achieved through work across seven influential domains to create healthy environments:

- 1) Government Domain
- 2) Healthcare Domain,
- 3) Schools and After-School Domain
- 4) Early Childhood Domain
- 5) Community Domain
- 6) Media Domain, and
- 7) Business Domain.

Utilizing the socio-ecological model, the COI functions by engaging agencies, institutions, organizations, neighborhoods, and individuals from multiple sectors to work together to combat childhood obesity.

The COI creates, supports, and mobilizes partnerships; provides leadership and vision; provides advocacy and education; and coordinates and sustains county-wide efforts to prevent and reduce childhood obesity. Active workgroups in each domain develop, leverage, and replicate best practices and resources from throughout San Diego County.

All community entities concerned with childhood obesity are encouraged to utilize the Action Plan to determine effective strategies to combat this chronic disease. The Action Plan provides a roadmap to guide obesity prevention efforts in San Diego County and calls for everyone to be part of the fight against childhood obesity because everyone has a stake in the outcome: better health for all children.

The COI is one of many public-private partnerships in place throughout the county that is helping to realize the vision of *Live Well San Diego* through collective impact. For more information about the COI, visit <https://sdcoi.org/>.