

LIVE WELL SAN DIEGO PARTNERS REPORT

5 YEARS OF HEALTHY, SAFE AND THRIVING COMMUNITIES

2014 - 2015



LIVE WELL
SAN DIEGO



The County of San Diego thanks the recognized Live Well San Diego partners for their continued support and advancement of the vision of a region that is Building Better Health, Living Safely and Thriving.

To read complete stories and profiles for all recognized partners, visit: [LiveWellSD.org/Partners](https://www.livewellsd.org/partners).

HEALTH



BUSINESSES & MEDIA



KNOWLEDGE



LIVE WELL SAN DIEGO

SCHOOLS & EDUCATION



STANDARD OF LIVING



COMMUNITY

COMMUNITY & FAITH-BASED

SOCIAL



CITIES & GOVERNMENTS



October 27, 2015

Dear San Diego County Residents and *Live Well San Diego* Partners:

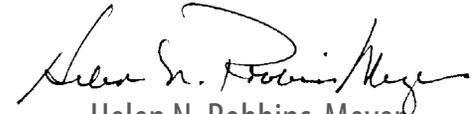
Live Well San Diego turned five this year, and we couldn't be prouder of how far we've come. We have had the pleasure of seeing the *Live Well San Diego* vision grow from the adoption of Building Better Health in 2010, to Living Safely in 2012 and Thriving last year. Each of these components has expanded our shared priorities and opened up new opportunities for us to work together to support community well-being. Over 120 formally recognized partners in every sector – including city governments, businesses, schools, and community and faith-based organizations – have joined with residents and the County of San Diego to help all 3.2 million San Diego County residents be healthy, safe and thriving.

Live Well San Diego Community Leadership and Action Teams work on the ground level with local champions and partner organizations to solve complex challenges in our neighborhoods. These efforts are bolstered by community members, many of whom have been trained to advocate for change through a curriculum offered by the County and partners called the Resident Leadership Academy.

We have teamed up this past year, under the leadership of the San Diego County Board of Supervisors, to host regional summits that brought community partners and County representatives together to discuss shared priorities. In North County we focused on public safety through prevention and community integration on substance abuse. In the East, North Central and Central Regions we focused on sustainable solutions. And in the South County, we focused on understanding and helping communities to thrive. The Volunteer Action Team also began working to increase community engagement by strengthening the quality, functionality and impact of volunteerism in our region.

Collective efforts bring the *Live Well San Diego* vision to life. In this report and online at LiveWellSD.org/Partners, you will read stories from recognized partners about their collective impact on individuals and communities – including healthier schools and workplaces, safer neighborhoods, better education systems, and greater opportunities for aging adults to thrive. Some of these success stories have been years in the making while others are just getting started.

We look forward to continuing to work together for positive change and seeing what the next five years and beyond will bring to our diverse region.



Helen N. Robbins-Meyer
Chief Administrative Officer
County of San Diego



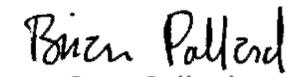
John Bridges
Clinic Director, Beach Area Family Health Center
Community Leadership Team Co-Chair



Sue Carter Kahl
Sue Carter Kahl
President, SMCK Consulting
Volunteer Action Team Leader



Sharon Hillidge
Chula Vista Elementary School District
Inaugural Community Leadership Team Co-Chair



Brian Pollard
Brian Pollard
Executive Director, The Urban Collaborative Project
Community Leadership Team Co-Chair



Donald Stump
Donald Stump
Executive Director, North County Lifeline
Community Leadership Team Co-Chair

TABLE OF CONTENTS

INTRODUCTION	6
AREAS OF INFLUENCE & TOP 10 INDICATORS	7
ROLE OF RECOGNIZED PARTNERS & COMMUNITY LEADERSHIP TEAMS	8
PARTNER DATA & GROWTH	9
PARTNER SUMMITS & COALITIONS	10-11
 AREA OF INFLUENCE: HEALTH	12-15
 AREA OF INFLUENCE: KNOWLEDGE	16-19
 AREA OF INFLUENCE: STANDARD OF LIVING	20-23
 AREA OF INFLUENCE: COMMUNITY	24-27
 AREA OF INFLUENCE: SOCIAL	28-31
NEXT STEPS	32
RECOGNIZED PARTNERS	33-35

INTRODUCTION

Since 2010, the *Live Well San Diego* vision has inspired people and organizations from San Diego County's diverse communities to be part of something special — **to create a region that is Building Better Health, Living Safely and Thriving.**

TOGETHER WE CAN DO MORE

In pursuit of healthy, safe and thriving communities, the County of San Diego and over 120 recognized partners are aligning their efforts to provide residents with tools to be self-sufficient and focusing their collective actions to make a greater impact on the lives of the 3.2 million people living in the region. Together, the County and its business, school, city, government, community- and faith-based partner organizations are doing far more than each could do alone. Each partner contributes in unique ways to advance the shared vision and is guided by the framework of each of the three *Live Well San Diego* components:

Building Better Health: Improve the health of all residents and support healthy choices through access to quality care, physical activity, healthy eating, and preventing tobacco use and substance abuse.

Living Safely: Ensure residents are protected from crime and abuse; neighborhoods are safe to work, live and play; and communities are resilient to disasters and emergencies.

Thriving: Cultivate opportunities for all people and communities to grow, connect, and enjoy the highest quality of life.

Live Well San Diego partners collaborate regularly and are supported by County staff. Partners represent the full range of the region's diverse stakeholders and their respective interests, needs and strengths. Partners are influential, innovative, forward thinking and measuring progress towards results that support the shared *Live Well San Diego* vision. This report identifies how recognized partners who submitted their stories worked to create healthy, safe and thriving communities from July 2014 through June 2015.



AREAS OF INFLUENCE & TOP 10 INDICATORS

Live Well San Diego unites the County and its partners under a shared vision for healthy, safe, and thriving residents. Progress towards this vision is measured across a person's lifespan within 5 Areas of Influence and by the Top 10 Live Well San Diego Indicators.*



HEALTH

Enjoying good health and expecting to live a full life

- 1. Life Expectancy
- 2. Quality of Life



KNOWLEDGE

Learning throughout the lifespan

- 3. Education



STANDARD OF LIVING

Having enough resources for a quality life

- 4. Unemployment Rate
- 5. Income



COMMUNITY

Living in a clean and safe neighborhood

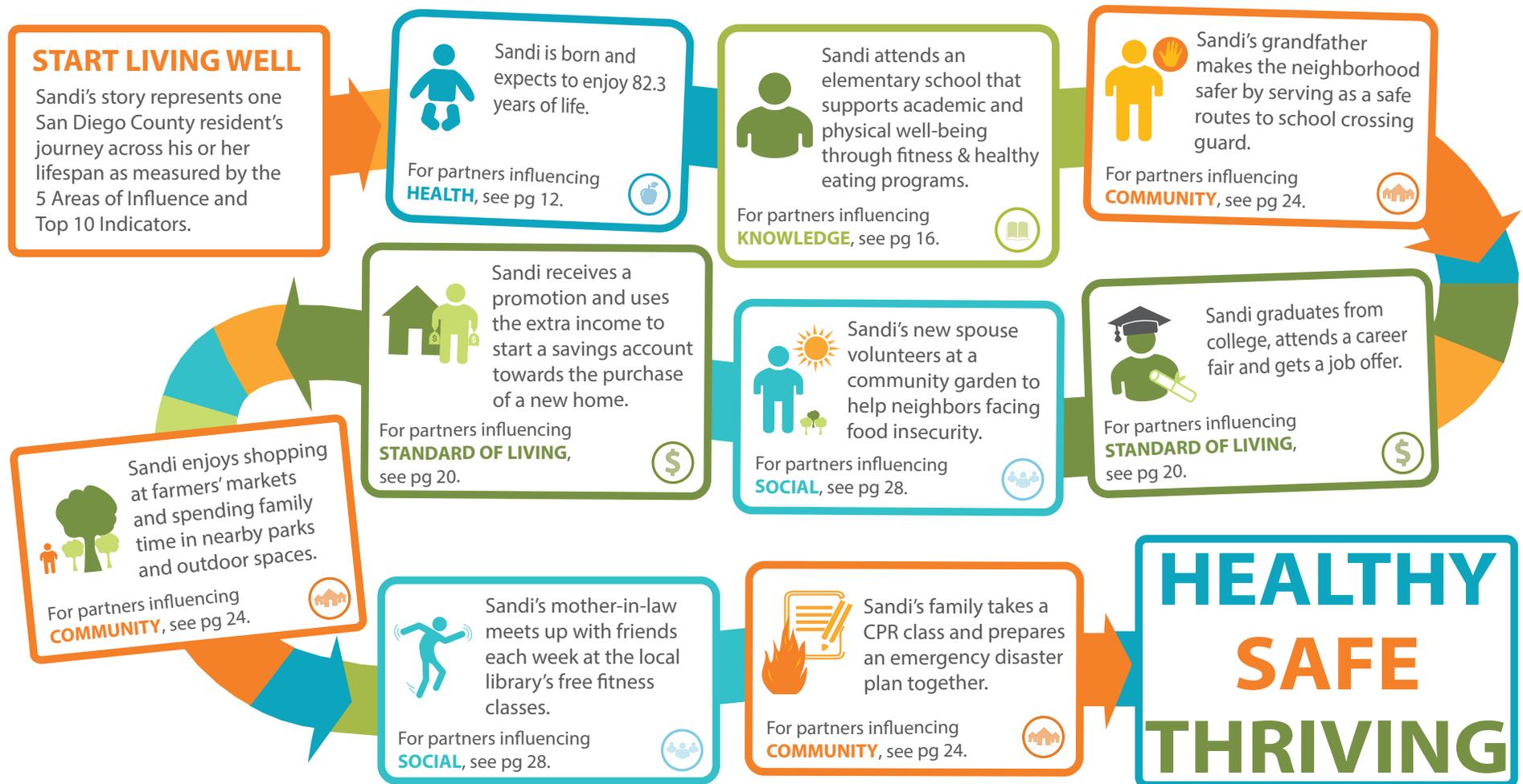
- 6. Security
- 7. Physical Environment
- 8. Built Environment



SOCIAL

Helping each other to live well

- 9. Vulnerable Populations
- 10. Community Involvement



* For more information and data, visit LiveWellSD.org/make-an-impact

ROLE OF RECOGNIZED PARTNERS & COMMUNITY LEADERSHIP TEAMS

The *Live Well San Diego* vision involves formally recognized partners in every sector: **Cities and Governments, Businesses and Media, Schools and Education**, and **Community and Faith-Based Organizations**. They are joined together by a shared commitment to collectively improve the well-being of the San Diego region. Since its inception in 2010, *Live Well San Diego* has grown from a strategic initiative to a vision that spans all of San Diego County. The vision began with *Live Well San Diego* Community Leadership Teams – groups spread throughout San Diego County’s diverse neighborhoods that create space for partners and County representatives to come together to evaluate local data, leverage each other’s strengths, and transform common goals into measurable results. The community teams originally created Community Health Improvement Plans to frame their guiding goals and objectives for *Building Better Health*, which they have since expanded to include *Living Safely*. Since the launch of the *Thriving* component in 2014, partners continue to join in on expanded strategic focus areas including civic engagement, housing, built and natural environments and economic development.



BUSINESSES & MEDIA

Business and Media partners have the potential to improve local economies and have a positive influence on the health of employees, customers and communities. Business partners are sharing best practices and advancing initiatives that not only benefit their workforce and clientele, but also enhance the healthy bottom line of individual companies and economic competition in the region as a whole. *Live Well San Diego* media partners generously share best practices and events with a region-wide audience.



SCHOOLS & EDUCATION

School and Education partners reach children and families throughout San Diego County. Partner school districts are advancing policies and programs that support healthy, safe and thriving students, teachers, families and neighborhoods through updated wellness programs, farm-to-cafeteria programs, school gardens, Safe Routes to School, disaster preparedness and environmentally conscious buildings.



COMMUNITY & FAITH-BASED ORGANIZATIONS

Community and Faith-Based Organizations support individuals and families by sharing best practices and hosting programs that support healthy, safe and thriving communities and congregations. These partners support Safe Routes to School programs and neighborhood cleanups; provide materials to encourage at-risk community members to eat more fruits and vegetables and incorporate physical activity into their daily routines; and work with vulnerable populations for disaster preparedness. They also protect residents from crime through neighborhood watch programs, promote drug-free and gang-free communities, and make homes safe from unintentional injuries.



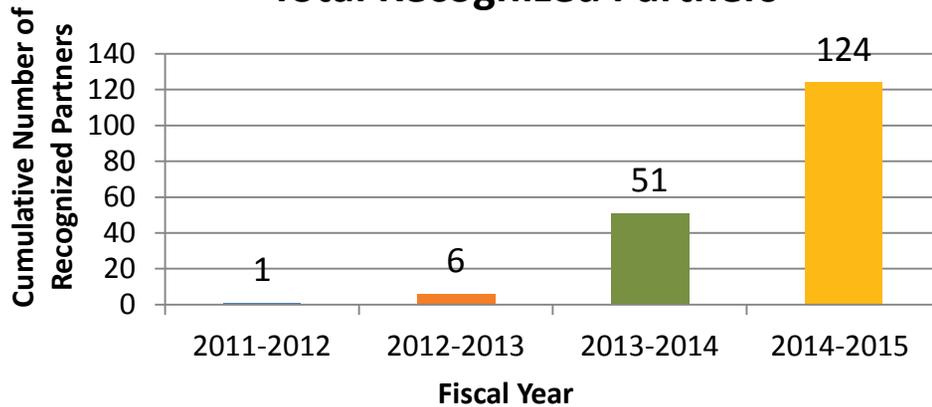
CITIES & GOVERNMENTS

City and Government partners reach residents and policymakers throughout San Diego County. Partner cities and governments are sharing best practices and advancing policies and programs for community well-being. Cities and governments are improving safe routes for pedestrians and cyclists, promoting farmer’s markets, improving parks and recreation facilities, working with Resident Leadership Academies that empower and equip residents with tools to change policies in their neighborhoods, and enacting new ordinances such as smoke-free air protections in public spaces.

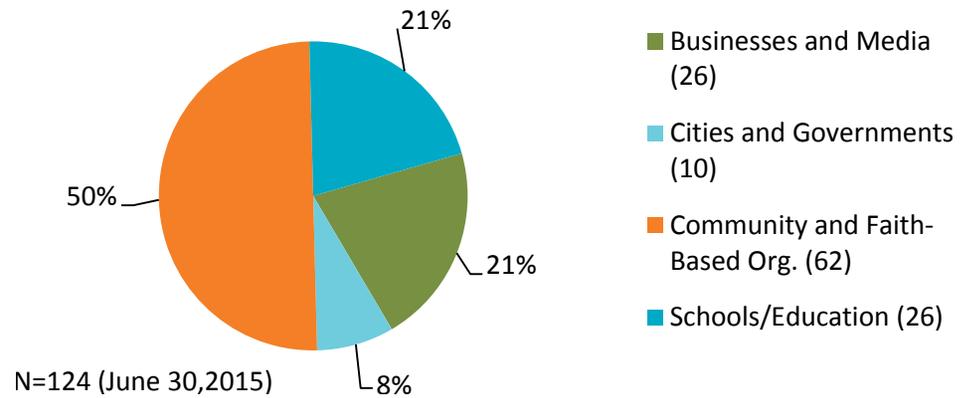
PARTNER DATA & GROWTH

Although this report reflects the activities of formally recognized *Live Well San Diego* partners who submitted their stories from July 2014 to June 2015, the *Live Well San Diego* vision could not be realized without the remarkable efforts of numerous other organizations, community leaders and individuals who have collaborated with recognized partners to drive positive change for the region. For example, **Resident Leadership Academies** (RLAs) bring grassroots efforts to life by training and empowering community members to improve food systems, physical activity opportunities and public safety. The RLAs instill a commitment to make positive changes and build leadership capacity at the neighborhood level, thus increasing quality of life for all residents in selected communities. Read more details about RLAs on page 18. Thanks to all partners who submitted stories and photos.

**Live Well San Diego
Total Recognized Partners**



**Live Well San Diego Partners
by Sector**



Kaiser Permanente San Diego



Grossmont-Cuyamaca College



PARTNER SUMMITS & COALITIONS: EXPANDING OPPORTUNITIES FOR COLLECTIVE IMPACT

Providing backbone support and leadership to the *Live Well San Diego* vision, the County Board of Supervisors, with coordination from the Community Leadership Teams and County staff, hosted regional summits on the themes of **Building Better Health, Living Safely, and Thriving**. These events created an opportunity for community partners and County representatives to come together, share best practices and co-create strategies for collaboration to address priority needs in their respective service areas.

NORTH COUNTY COMMUNITY FOCUSES ON SAFETY

March 26, 2015 marked the official launch of the North County Safe Routes to School (SRTS) Coalition. The effort grew in response to a workshop - Healthy Transportation: The Intersection Between Businesses, Neighborhoods and Schools - held in fall 2014, where **San Diego County Board of Supervisors Chair Bill Horn** and community partners expressed a desire to establish a North County branch of the greater San Diego County SRTS Coalition. Their goals were to enhance local partnerships and address the unique challenges of the region. Members from across multiple sectors, including a representative from Chairman Horn's office, continue to work on diverse SRTS efforts including improving physical environments around schools, developing city-wide SRTS plans, coordinating intergenerational walking school buses and engaging parents in multi-faceted safety programs. Read more about partners' SRTS efforts on page 24.

Aligned with the safety theme, on March 2, 2015, **Vice Chair Dave Roberts** joined County executives and over 150 community stakeholders to enhance collective efforts to make North County communities safer. Law enforcement agencies, healthcare organizations, schools, cities, community and faith-based organizations, and residents passionate about improving the health and safety of North County communities participated in breakout groups to help assess current projects, gaps, and opportunities for improvement in North County. The groups discussed reducing crime, unintentional injuries, drug use and underage alcohol use, and increasing disaster preparedness. The *Live Well San Diego* North County

Community Leadership Team planned the forum as an effort to build upon the Living Safely component of the County's regional vision.

EAST, NORTH CENTRAL AND CENTRAL COMMUNITIES SEEK SUSTAINABLE SOLUTIONS

Supervisor Dianne Jacob has been leading efforts to advance the *Live Well San Diego* vision in East Region for many years, working closely with local organizations and residents to identify priorities, solutions and actions that support healthy, safe and thriving communities. On March 26, 2015, the East Region Leadership Team joined forces with the North Central Region Leadership Team to host a *Live Well San Diego* community forum.



Safe Routes to School Program

PARTNER SUMMITS & COALITIONS: EXPANDING OPPORTUNITIES FOR COLLECTIVE IMPACT

The East and North Central Regions forum supported collaboration and teamwork among forty-five recognized partners from community and faith-based organizations, local governments, businesses, and the education sector. Facilitated sessions, interactive discussions, and opportunities for partners to share their contributions supported the intent of the gathering: to leverage resources and define sustainable strategies that drive the short and long-term goals of the *Live Well San Diego* vision. These collaborations are making positive changes that guide neighborhoods toward action for a healthy, safe and thriving community.

Supervisor Ron Roberts kicked off the East and North Central community forum, as well as a Central Region summit held on May 26, 2015. Both gatherings were an opportunity for partners to identify long-term solutions to challenges they are facing in their respective regions.

The *Live Well San Diego* Central Region Leadership Team Summit engaged the many *Live Well San Diego* partners, community-serving



North County Community Forum

organizations, and the public at large in the Central Region to strengthen existing partnerships and initiatives that support healthy, safe and thriving communities. The summit included a “Wall of Success” where attendees shared more than 40 accomplishments; breakout sessions on the topics of program alignment and strategic partnerships; and a facilitated dialogue to identify overarching themes and long-term goals. Attendees noted more than 100 specific opportunities in the Central Region that are making an impact.

SOUTH REGION PARTNERS HELP COMMUNITIES THRIVE

On June 16, 2015, the South County Thriving Summit, with an opening presentation by **Supervisor Greg Cox**, brought together more than 75 community stakeholders and County staff to brainstorm and collaborate on regional priorities aligned with the *Live Well San Diego* Thriving agenda. Topics included education, housing and employment – with a primary focus on identifying innovative strategies to help lift families out of poverty. Following the Supervisor’s remarks, a panel of community partners dedicated to workforce development, financial services and lifelong learning shared insights and areas for growth. After the panel, attendees broke out into interactive groups that addressed the three key areas from the thriving agenda: Built and Natural Environment; Enrichment and Prosperity; and Economy and Education. Participants left with new perspectives on how to work together for positive change in their communities, including using data to drive change and collaborating with residents who are advocating for progress on the ground.

These events are just a few examples of how the County is creating opportunities for community partners to collaborate to achieve the shared *Live Well San Diego* vision. Now, read the stories submitted by recognized partners highlighting the ways they are supporting a healthy, safe and thriving region.



AREA OF INFLUENCE: HEALTH



Chula Vista Elementary School District

Enjoying good health and living a full, active life does not happen by chance. Making the right choices—eating well, staying physically active and being social with family, friends and neighbors—makes a big difference. The communities in which people live can make it easier for residents to enjoy a healthy life. Acknowledging this reality, *Live Well San Diego* recognized partners are leading a wide range of health and wellness programs for people of all ages.

HEALTHY SCHOOLS

Children will grow up to be leaders in creating thriving communities, and school partners are paving the way for healthier futures. Scientific reviews have documented that school health programs can have positive effects on academic outcomes, as well as health-risk behaviors, safety/violence prevention and health outcomes. For example, local schools are playing a vital role in fighting childhood obesity. Obesity increases the risk of cardiovascular disease, diabetes and other diseases. For these reasons, **Chula Vista Elementary School District** (CVESD) has taken initiative and is making great strides in the fight against childhood obesity. Because of its comprehensive health and wellness initiative, the District has seen a seventeen percent decrease between 2010 and 2014 in the number of obese students—the equivalent of 1,400 students. The **Encinitas Union School District** also developed and implemented a comprehensive



INDICATOR: Life Expectancy
AVERAGE LIFE EXPECTANCY FOR A BABY BORN TODAY IS **82.3** YEARS



INDICATOR: Quality of Life
1 IN 20 PEOPLE NEEDS HELP WITH DAILY LIVING

“We are expanding the good health footprint for all of Chula Vista. The students are learning and adopting behaviors that they will carry with them into adulthood and hopefully pass onto their own children. We are transforming lives.”



**- Dr. Francisco Escobedo,
Superintendent, CVESD**

Health and Wellness Program for its students for which it received the 2015 Magna Award from the National School Boards Association. And **Lakeside Union School District** initiated the “Transition to Healthier Cooking” program to promote healthy food for students and workplace wellness for educators and staff.



HEALTHY SCHOOLS (CONT.)

Expanding on these successes, the **San Diego County Office of Education** (SDCOE) initiated efforts with all 42 school districts in San Diego County to create healthier schools and surrounding communities for students, parents and educators. With support from SDCOE and the Childhood Obesity Initiative, the County of San Diego created the [“Tools for Schools” toolkit](#), which provides districts and school sites with ideas and resources to create healthier schools tailored to their unique needs.

HEALTHY WORKPLACES

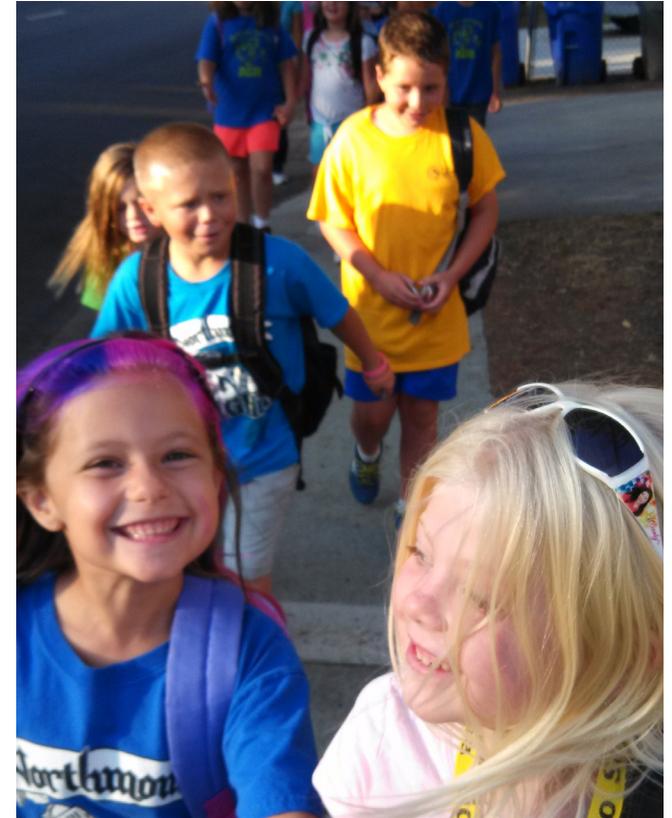
County residents are also being encouraged to adopt healthy lifestyles both in and out of the workplace. Employers are helping employees take control of their wellness by providing them with personalized health data. For instance, **Catholic Charities Diocese of San Diego** participated in a new initiative known as “Know Your Numbers,” sponsored by its insurance carrier. This effort encouraged staff to participate in a biometric screening that focused on obtaining objective measures of blood pressure, Body Mass Index (BMI), cholesterol, glucose and tobacco use. Staff became more aware of their risk for heart disease, diabetes, and cancer and the preventive steps they can take if their numbers are elevated.

Other employers are using social connections within the work environment to encourage healthy choices. **Wyndham San Diego Bayside**, the first recognized *Live Well San Diego* hotel partner, has taken steps to help their employees and hotel guests make healthy choices. Its “Worksite Wellness Program” features “Lunch and Learn” and other planned activities to create a workplace environment that supports healthy eating and active living. In addition, **Anthem Blue Cross** developed and sponsored the “Maintain, Don’t Gain” campaign to motivate County employees to maintain or lose weight.

HEALTHY COMMUNITIES

Community wellness events and campaigns also inspire people to lead healthier lives. [“Love Your Heart”](#) is an annual one-day event during which the County of San Diego and its partners provide free blood pressure screenings to the public at select sites throughout the San Diego region. In 2015, the County of San Diego and more than 85 partners at 150 sites performed 20,400 blood pressure screenings on Love Your Heart day.

Additional partners who provide health care or other services also host community wellness events throughout the year. The **Community Research Foundation** provides year-round wellness education and resources to persons recovering from mental illness or substance abuse issues. At its first annual Wellness Fair, more than 100 clients from throughout San Diego



San Diego County Office of Education

“I am very proud to work for a company that places emphasis on being healthy, along with providing a great avenue for everyone to be well! My favorite activities are the Lunch and Learns.”



**- Selina Shepherd,
Executive Assistant,
Wyndham San Diego Bayside**



AREA OF INFLUENCE: HEALTH

HEALTHY COMMUNITIES (CONT.)

County learned about smoking cessation, nutrition on a budget, health education, spirituality, and more.

Each year, **Retired Employees of San Diego County** holds a health fair and picnic where they offer information about benefits available to members, available resources in their community, and free blood pressure screenings. The **San Diego County Medical Society Foundation** helped 650 people learn about healthier life style choices at the inaugural Solana Beach Sunset 5K Run/Walk. Over 600 people took part in the **San Diego Regional Chamber of Commerce's** Annual Get Fit San Diego 30-Day Challenge. Finally, more than 1,900 people participated in the County's annual [Live Well San Diego 5K](#), with all proceeds benefitting children in foster care.

BETTER HEALTH SERVICES

Live Well San Diego recognized partners also lead initiatives to help improve the health care delivery system. **San Diego Health Connect** is a health information exchange system that enables healthcare providers to quickly and securely share and access patient records. More than one million San Diegans were added to the network with the addition of two hospital systems, for a total of 21 participating hospitals and medical facilities. Partners also collaborate with each other to improve the delivery of health care services. In 2014, the **American Lung Association** and **CVS Health** announced their partnership to provide tobacco cessation

CREATING HEALTHY HABITS AT MERIDIAN BAPTIST CHURCH

“ It was a wakeup call for us when one of our members had to have a heart transplant. One of the things we did as a congregation in response was to encourage a balanced diet with more emphasis on larger portions of vegetables. We also promoted more exercise to strengthen our bodies from the inside out. We discouraged serving fried foods at all our church events and asked people to think about the kinds of foods they brought to share. And we hosted health events to help our congregation and those in the community to be more health conscious.

It hasn't been easy to change the way our members think about what they eat, but we are making progress through steadfast support. Sometimes people think that healthy choices cost more – either monetarily or through hard work. But the benefits of a healthy life outweigh any possible costs. Many members took up daily exercise routines while others made better food choices. They are happier and enjoying the freedom of feeling healthy.”

“Our health information exchange aids in improving the quality of care for individuals and families throughout the region. With this greater resource for health information, more doctors can feel confident that by participating in the network they won't have to wait for the answers they need to provide the best care possible.”



- **Dan Chavez, Executive Director, San Diego Health Connect**

and prevention services to San Diego's residents in need of behavioral health support. This program arose in response to the fact that people with mental illness or substance abuse problems smoke 40% of all cigarettes produced in the United States, according to the Centers for Disease Control and Prevention. In 2014, CVS also announced it would no longer sell cigarettes at any of its drug stores, as part of its commitment to helping people lead tobacco-free lives.



San Diego County Medical Society



American Lung Association & CVS Health

ARTHRITIS FOUNDATION HELPS ACHIEVE BIG VICTORY IN ONE BOY'S FIGHT

Arthritis, especially when it affects children, can result in having to say “no” to many things. Just getting out of bed can be difficult, let alone the challenges of working with big insurance or pharmaceutical companies to gain access to care that’s needed to manage the disease. This reality rings true for Zane Breier, who suffers from scleroderma morphea, which causes lesions on the skin. When the disease spread to his face, tongue and eyes, plastic surgery became a consideration.

Zane’s doctor, a pediatric rheumatologist, prescribed Orencia for Zane to help slow the progression of his disease, but he was denied coverage due to the medicine’s high cost. His family of five could not afford to pay for a year or more of treatment. There was a breakthrough, however, when Zane was asked to speak on behalf of the Arthritis Foundation at an event for CVS/specialty, a division of CVS Health. In response to Zane’s trials and tribulations in getting the care he needed, CVS/specialty worked with the pharmaceutical company to get the medication he needed. When Zane was told that the infusion was finally going to happen, his first reply was “Yes!” As his mother puts it, the response was “so loud you would have thought he’d just won a million dollars.”





AREA OF INFLUENCE: KNOWLEDGE



Vista Community Clinic

The positive association between health and education has been well established. Education has a beneficial influence on a variety of economic, social and psychological factors that impact the health and well-being of a population. Learning what foods to eat and how to stay physically active are essential ingredients for living an active, robust life. Whether children wish to excel in school or adults want to thrive in social and work life, healthy people are better able to learn, make good decisions and achieve personal goals. Earning a high school diploma, going to college, pursuing new interests and learning throughout one's lifespan nurtures a vigorous, nimble brain and increases longevity.

BUILDING LIFE SKILLS

Learning is an essential tool for overcoming the barriers that people face in their lives. For instance, health education linked to life skills training can make a tremendous difference for people experiencing economic difficulties. The "Alcance Project", provided by **Project Concern International**, targets Latinas of reproductive age (15-44) to promote prevention of chronic diseases and build self-sufficiency. Since there is a strong correlation between poverty and chronic disease, this nine-week training course focuses on building employment skills along with proper dietary habits.

Early trauma can affect long-term learning. Children exposed to domestic violence are more likely to experience difficulties throughout life that make it harder to learn and live a healthy lifestyle. The **South Bay Community Services' "Mi Escuelita Therapeutic Preschool"** is a free



INDICATOR: Education



5 IN 6 STUDENTS GRADUATE FROM HIGH SCHOOL



2 IN 6 STUDENTS GO ON TO GET A BACHELOR'S DEGREE

"Project REACH means better choices. Without REACH, I wouldn't have known how to get to college. Even if I did, I would have to go down that road alone."



- Andres, a Project REACH alumnus at Cal State Chico. He is the first in his family to attend a four-year university.

educational program for children ages three to five who have been traumatized by family violence, abuse and/or neglect. The Mi Escuelita program creates a calm learning environment to help children develop emotionally and socially so they can enter kindergarten ready to learn and thrive. Since it opened in 2006, the preschool has demonstrated



BUILDING LIFE SKILLS (CONT.)

outstanding success rates. Results from a longitudinal study by the University of California at San Diego of Mi Escuelita students who have gone on to kindergarten show that they continue to excel and score similarly or better than their elementary school counterparts.

The after school hours before parents get home from work can also be a risky time for unsupervised youth. Low-income middle and high school students who are enrolled in **Vista Community Clinic's** "Project REACH" (Recreation, Employment Readiness, Academics, Communication and Health) receive critical after-school supervision and life skills training. Students get help with homework, class selections, and college and financial aid applications, as well as education on preventing teen pregnancy and avoiding gang involvement. The program's field trips to college campuses, museums, theme parks and businesses spark new interests and help students discover a wider world full of possibilities. Since it began in 1996, Project REACH has touched the lives of more than 3,000 young people by steering them toward success in school, and preparing them for college and careers.

Adults, like children and youth, also benefit from training programs designed to minimize barriers to thriving lives. San Diego Dads Corps, a program of **Social Advocates for Youth (SAY) San Diego**, supports men who aspire to be good fathers. These include men who are separated from their children due to family disruption, military service, out-of-area jobs, incarceration, or hospitalization. The program recognizes that the way a son or daughter is fathered has a profound impact on who they become as adults. San Diego Dads Corps provides a place for fathers to talk, listen, and learn about what it takes to be a great dad.

EDUCATING FOR HEALTHY CHOICES

Recognized *Live Well San Diego* partners, including cities, community organizations and businesses, are providing free health education programs and services to residents that encourage people to adopt healthy lifestyles. The **City of La Mesa** offered a series of free community workshops that allowed people to try different physical activities and prepare nutritious meals to determine which activity would be a good fit. Likewise, **Mountain Health & Community Services, Inc.** in Campo hosted a "Healthy Eating Workshop" about the often surprisingly large amount of sugar in common foods and beverages. The workshop presenters also offered healthy alternatives and explained how to turn simple ingredients into healthy, flavorful meals.

Northgate Gonzalez Markets has gone above and beyond in its efforts to help its customers live healthier lives. Through its "Viva La Salud" ("Live Healthy") program, the market chain provides free health screenings and nutrition and health education in its stores, including healthy cooking demonstrations by its chefs. Northgate also created a signage system in all its markets that makes it easier for shoppers to choose healthier items.

"Parenting and fathering is one of life's greatest joys and life's greatest opportunities for growth, as well as one of the hardest, most complicated and rewarding jobs a person can have. The fathers we connect with Dads Corps all benefit when they bring their challenges forward, resolve them, learn about parenting and reflect deeply on how they are influencing and raising their children."



- **Nancy Gannon Hornberger,**
Chief Executive Officer,
SAY San Diego

Northgate Gonzalez Markets





AREA OF INFLUENCE: KNOWLEDGE

EMPOWERING THRIVING COMMUNITIES

Knowledge plays a critical role in a community's future, especially when it empowers residents. Students in the Community Psychology course at **San Diego City College** are gaining the knowledge and tools they need to help their communities thrive. The course teaches students how to look critically at the issues in their community that affect health and well-being. After breaking into groups—determined by where they live and their interests—each group identifies a specific problem in their neighborhood and spends the remaining weeks doing research, creating a realistic plan to solve the problem, and making it happen.

One student focused on creating supportive services for addicts transitioning out of recovery. She wanted to keep this target population from “falling through the cracks.” Another student realized the impact she could have by simply talking to different community stakeholders. She said, “Just me, little old me, can make a difference...My little conversations with people can end up having a big impact.”

Whether it is street safety, homeless issues, gang violence, youth drug use, traffic issues, or community enhancement through theater and entertainment, these students gained the knowledge and skills they needed to create positive change. High school students are also learning how they can have a positive impact on their community. ([See *Water Station A Big Hit At Sweetwater High School on page 19.*](#))

Community learning and development also happens among residents within neighborhoods. The Linda Vista Resident Leaders in Action are community members who graduated from the Resident Leadership Academy (RLA), which is offered at the **Bayside Community Center** and other locations in San Diego County. The RLA provides a 10-week course that empowers residents in San Diego communities with the knowledge they need to advocate for and make positive changes. The Linda Vista group continues in their commitment to improving the quality of life in their community. They meet monthly to work on a variety of projects designed to address deep-rooted community challenges, including healthy eating and public safety.

For example, the Linda Vista Resident Leaders in Action collected community input on the need for increased lighting in a neighborhood park, presented the results to the City Council, and navigated through the bureaucratic process to ultimately get the project in the latest budget. Increased lighting will not only address the safety concerns in the park after dark but also enrich the neighborhood by providing more access to recreational and community space for families, friends and neighborhood kids. Similarly, community gardens present opportunities for local commerce and giving back. The Linda Vista Resident Leaders' Community Garden at Bayside Community Center addresses the community's food desert by providing fresh, healthy and affordable food and



Bayside Community Center

“Learning should not end when formal education is completed. Senior citizens, of which I am one, are wise to keep mind and body active. The bottom line is that learning should never stop, minds should never be closed, and knowledge is power.”



- **Dr. Richard Robertson,**
Vice President,
Office of Student Services,
MiraCosta College



THRIVING COMMUNITIES (CONT.)

also provides an economic opportunity for its gardeners. Their organically grown, affordable produce has buyers returning every week.

LIFELONG LEARNING

MiraCosta College recognizes that learning in and of itself, especially for those in their retirement years, is an essential ingredient for preserving both mental and physical health. Its Community Learning Center offers classes to seniors as an opportunity to stay engaged, while participating in fitness and health classes, as well as academics.



San Diego City College



Mira Costa College

WATER STATION A BIG HIT AT SWEETWATER HIGH SCHOOL

A student-driven initiative to install a water station at Sweetwater High School in the **Sweetwater Union High School District** is helping kids to cut down on sugary drinks and excess calories.

A new “hydration station” in the lunch area is drawing students and staff in droves to fill up their reusable bottles with filtered, chilled water from a wall-mounted dispenser throughout the day. “They’re lining up like crazy during lunch and between class periods,” said Karemi Alvarez of the University of California at San Diego Center for Community Health.

Through leadership training provided by the Center, students focused on ways to make healthier choices and decided the one thing the school needed was free, fresh water. Drinking water at the high school, which serves about 2,500 students, has been a problem because many of the campus’ 20 water fountains are clogged and unsightly or the water pressure is so low that students are forced to put their mouths too close. There was also a perception by students who come from developing countries where public water sources are unsafe that they should not drink from the fountains.

This effort is particularly important in National City, which has one of the highest childhood obesity rates in the county. “Drinking more water and fewer sugary drinks can lead to a 31 percent drop in risks of becoming overweight,” said Alvarez.



AREA OF INFLUENCE: STANDARD OF LIVING



National Alliance on Mental Illness

Most people's standard of living is determined by the type of job they have—a good job that pays well leads to a higher quality of life. Unfortunately, for some, simply having enough resources to live is a struggle. When people are in need and facing difficult circumstances, *Live Well San Diego* partners step in to provide what's needed for individuals and families to become self-sufficient, thriving members of the community. These programs take many different forms. Some target individuals in need, others work with families experiencing hardship.

BEHAVIORAL HEALTH

A number of recognized *Live Well San Diego* partner programs focus on community members' specialized health needs. The Independent Living Association facilitated by **Community Health Improvement Partners** and funded by the County of San Diego provides quality housing and continuing education for adults with mental illness and disabling health conditions. Currently, it provides 375 beds to individuals who benefit from the structure and fellowship of a shared living environment. Association members also receive access to free cooking classes from **Jimbo's... Naturally!**, where participants learn how to shop for and prepare organic meals.

Through its Tech Café Technology Toolbox, **National Alliance on Mental Illness (NAMI) San Diego** educates and empowers individuals with mental illness to use technology so they can schedule medical



INDICATOR: Unemployment Rate
10.3% OF PEOPLE IN THE TOTAL LABOR FORCE ARE UNEMPLOYED (2013)



INDICATOR: Income
1 IN 2 HOUSEHOLDS SPENDS MORE THAN 1/3 OF INCOME ON HOUSING



**- National Alliance on Mental Illness
East Corner Clubhouse Participant**



BEHAVIORAL HEALTH (CONT.)

appointments, access health/wellness resources, gain employment, address transportation issues, access online education and connect with family and friends. Since January 2015, 361 San Diegans who have mental illness have graduated from NAMI Tech Café classes.

FAMILY SUPPORT

The **Chula Vista Community Collaborative** (CVCC) works to strengthen families by providing services and resources every day and through special events that reach even more families in need. The CVCC’s annual “Day of the Child Community Fair” highlights many free and low cost well-being services offered by local community organizations, government agencies and health clinics—along with games and music. **Jewish Family Service of San Diego** also works with families in need, including refugees from around the world who have lost almost everything before arriving in the United States. Its Refugee & Immigration Services program offers an array of services to help these families adjust to their new lives and promote self-sufficiency (see the story about Fadi and his family, right). In addition, its “Senior Community Service Employment Program” provides work-based training opportunities and job search assistance for aging

Chula Vista Community Collaborative



FADI AND HIS FAMILY GET A NEW START

After fleeing war-torn Iraq in 2011, Fadi and his family were displaced to Syria, Lebanon, and finally to the United States as refugees. When they landed at the San Diego Airport in August 2014, Refugee Reception and Placement staff members from **Jewish Family Service** (JFS) were there to welcome them. Staff transported the family to their new neighborhood, settled them in an apartment with furniture and a stocked refrigerator, and began services to help them adjust to their new life.

With limited English and no high school diploma, Fadi worked with the JFS Refugee Employment team to create a self-sufficiency plan and identify career goals to find employment and complete continuing education. Fadi enrolled in a combined GED and part-time work program and after several months of dedicated effort, he received his GED and secured a full-time position as a machine specialist at a local food plant.

Soon, Fadi will enroll in community college, and with the help of the JFS’ Immigration Services Program, Fadi and his family will become permanent residents in a community where they can feel safe to build a future.

San Diego County has the largest refugee resettlement site in California and one of the largest populations of Iraqi refugees in the United States. Over 13,000 Iraqi refugees have arrived in San Diego County from October 2008 thru September 2014.



AREA OF INFLUENCE: STANDARD OF LIVING

FAMILY SUPPORT (CONT.)

residents, giving them the confidence to be successful in the workforce and become self-sufficient once again.

Mental Health Systems, Inc. has collaborated with **2-1-1 San Diego** with support from the County of San Diego to offer 24/7 information and support to Veterans, Active Duty Military, Reservists, National Guard and their families through the Courage to Call program and helpline. In addition, military-experienced Peer Navigators provide resources to active duty military who need assistance transitioning to civilian life.

HELPING SENIORS THRIVE

Many older adults in our community are at risk because they lack sufficient resources to meet their basic needs. Since the 1970s, **Serving Seniors** has offered its “Homeless Prevention Program” and “Senior Wellness Center” to help low-income seniors struggling to make ends meet remain independent in their community. They connect homeless seniors with case managers who provide them housing, meals and counseling during a 90-day transitional period. In ten years, the Serving Seniors housing first model has helped more than 1,000 seniors ([see the story about Mario Richardson on page 23](#)).

FINANCIAL KNOWLEDGE

Other *Live Well San Diego* recognized partner programs provide individuals with the means to become self-sufficient throughout their lives. The **San Diego County Credit Union’s** (SDCCU) Biz Kid\$ Program teaches students about money and business, helping them gain the financial skills they need for a successful future. It’s the only credit union in the nation to sponsor a college football game, the Poinsettia Bowl. Since the bowl’s inception in 2005, it has helped the San Diego region thrive through the more than \$85 million that pours into the local economy during a week when the region’s tourism industry is traditionally at its slowest.



San Diego County Credit Union

“As San Diego’s largest locally-owned financial institution, we understand that encouraging and maintaining good financial health among individuals in our communities is essential to fostering a healthy and thriving economy. SDCCU is committed to helping teachers, students and individuals make educated financial decisions by delivering the BEST financial education, products and services.”



- **Teresa Halleck,**
President and CEO
San Diego County Credit Union



Serving Seniors



Serving Seniors

MARIO RICHARDSON PAYS IT FORWARD

“ I have joy in my heart for the beneficial life enhancements I have received at **Serving Seniors**. When I arrived, like so many other senior citizens, I was under the impression that only a meal was offered. However, I soon found out that the meals take a back seat to the services provided. At that time, I was staying in an environment that was unhealthy, physically and mentally.

Surprise #1: The Homeless Prevention Program. I was up there that coming Thursday to enroll. After three months on the waiting list, I entered the Sara Francis Hotel. I didn't have to fill out a lengthy application. And, just like that, I was in my own place.

Surprise #2: My nurse. With age comes health issues. Life changing health issues can be stressful. Thanks to my nurse, I did not have to travel to Mercy Hospital every two weeks to get my blood pressure checked. She also connected me with resources to help with my seizure disorder.

Surprise #3: The woman who asked me if I would be a Peer Health Coach for a new Walking Program called “Stepping Up for Fitness.” The program appears to be a success from the number of seniors enrolled.

It has been a breath of fresh air being within the walls of Serving Seniors. There is a feeling of real hope and change, and many warm smiles from the staff. There are a whole host of physical and mental activities provided as cures for aging seniors. To paraphrase: Ask not what Serving Seniors can do for you, but what you can do for Serving Seniors. ”



AREA OF INFLUENCE: COMMUNITY



City of San Diego

Everyone wants to live in a clean and secure neighborhood where people of all ages can live, work and play. Residents throughout San Diego County are working together to support healthy, safe and thriving communities.

SAFE ROUTES TO SCHOOL

Communities throughout San Diego County engage in Safe Routes to School efforts. The goal is to increase the number of children who walk or bicycle to school by removing the barriers that prevent them from doing so. These obstacles may include a lack of safe sidewalks, crosswalks or safety education, as well as a lack of policies and programs that promote walking and bicycling.

The **County of San Diego** and many cities including **Chula Vista, Lemon Grove** and **Encinitas** have all initiated Safe Routes to School projects and programs. In January 2015, the **Escondido Union School District**, in partnership with **Escondido Education COMPACT** and through collaboration with the Escondido Police Department, the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) Program Bike/Walk Committee and the City of Escondido Traffic Engineering Department, rolled out a newly painted crosswalk for



INDICATOR: Security

2,138.7 TOTAL CRIMES REPORTED PER 100,000 RESIDENTS



INDICATOR: Physical Environment

1.5 OUT OF 31 DAYS IN THE MONTH AIR QUALITY IS RATED POORLY



INDICATOR: Built Environment

1 IN 2 PEOPLE LIVES WITHIN A HALF MILE OF A PARK

“Health benefits are based on the concept ‘build it, and they will walk.’ Improvements to the built environment prompt more walking by increasing safety and beautifying areas.”



- **Christa Villa,**
City of Encinitas,
Associate Civil Engineer

students to safely walk to school. The **City of Encinitas** used a federal grant to fund the first phase of a neighborhood traffic-calming project around Cardiff Elementary School.

Additionally, **San Diego Unified School District** collaborated with Rady Children’s Hospital in San Diego to sponsor a skit competition for bicycle



SAFE ROUTES TO SCHOOL (CONT.)

helmet safety among local middle school students. A group of students from Bell Middle School developed the winning skit, which was filmed for a Public Service Announcement to air on San Diego County TV, in all San Diego Unified Schools on their CCTV channels, and in movie theater previews in San Diego.

BUILT ENVIRONMENT AND HEALTH

The built environment consists of all the buildings, roads and other man-made elements of cities and communities. Public health and safety suffers in environments that are built to cater to motor vehicles rather than pedestrians, bicyclists and other users, resulting in high air and noise pollution, or lack of safe places to bike or walk. To begin to address some of these challenges, **Casa Familiar** provided outreach and input for the Border Health Equity Transportation Study, which evaluated the impact of the built environment on the health of people living in San Ysidro. Sixteen recommendations emerged from the study including an air quality monitoring study, which is already underway. Casa Familiar also organized monthly community walks to call attention to the urgent need to replace a dirt path with a sidewalk so children can safely walk to school.

ACTIVE TRANSPORTATION

Creating a built environment that encourages people to get out of their cars more often by biking and walking can improve individual health and a community's quality of life. As a leader in active transportation, **National City** is striving to improve community mobility for all its residents. The City conducted neighborhood walk audits in each of its nine neighborhoods to identify barriers to walking and biking. The City then identified priority locations and corridors for improvements that encourage walking and biking. To date, National City has completed over five miles of new bicycle facilities and eight blocks of improvement along Coolidge Avenue. It designated this a "Community Corridor" to be redesigned for improved walkability, safety and access for people who walk and ride bikes.

Making it easier to bike and walk around town also helps residents' pocketbooks. For instance, achieving economic self-sufficiency through job training and placement can be a challenge for individuals who lack access to reliable transportation such as a car. To help address this need, the **City of San Diego** is improving and expanding bicycle and pedestrian infrastructure so people feel safe to walk and bike more often. The City partnered with DecoBike to launch a Bike Share program in March 2015. It provides residents and visitors affordable access to bicycles for short-distance trips in urban areas.



Casa Familiar

"We are looking forward to seeing people continue to take part in active transportation and be able to do so in fun and unique ways. We are helping improve the safety of our residents. If people feel safer when walking and biking then they will do it more often."



**- Linda Marabian,
Deputy Director,
City of San Diego
Transportation Engineering
Operations**



AREA OF INFLUENCE: COMMUNITY

SAFE PLACES AND SPACES

Residents are working together to protect their communities from changes they feel threaten the safe, secure environment in their neighborhoods. National City residents acted on their concerns about a proposal to permit a local movie theater to serve alcohol, which is seen as one of the “last safe places where families can enjoy their time together or allow teenagers to have fun with their friends.” With help from the **Institute for Public Strategies’** South Bay Community Change Project, residents collected over 700 signatures and successfully petitioned the City Council to keep the theater alcohol free.

Given San Diego’s mild, sunny climate, swimming can be a year round activity and water safety knowledge is especially important. **Rural/Metro San Diego** provides a wide array of education programs, including drowning prevention programs, throughout the spring and summer months. In May, firefighters, lifeguards and Sea World EMTs joined Rural/Metro to read elementary school students specially designed books about water safety. They reached about 1,000 students, primarily kindergartners, in San Diego public schools. That same month, the **City of Chula Vista** opened its summer swim program, which provides free swim lessons for over 1,200 students. The **YMCA of San Diego County** also offers swimming lessons, as well as many other programs and activities for health, wellness and learning that cater to individuals and families ranging from infants to seniors.



Rural/Metro San Diego



YMCA of San Diego County

“Because the Y is for everyone, we bring together children, adults and families of all abilities like no other organization can. As a result, San Diego County residents are receiving the tools needed to achieve greater health and well-being for their spirit, mind and body. We want to be a place where everyone in San Diego County can work on living a healthy life.”



**- Loni Lewis,
Spokesperson
YMCA of San Diego County**

BEAUTIFYING THE ENVIRONMENT

A clean and safe community also benefits from being an attractive, beautiful community. Three *Live Well San Diego* partners, **Leucadia 101 Main Street Association**, **Cardiff 101 Main Street Association** and **Encinitas 101 Main Street Association** partnered together to provide nine new pieces of public art along the coast in Encinitas. The “Utility of Art” project enhances the coastal corridor by creating a public art gallery that visually represents the culture of Leucadia, Cardiff and Downtown Encinitas. All three Main Street programs have also collaborated by selecting artists to paint **San Diego Gas & Electric** electrical boxes located along the corridor.

Leucadia, Cardiff and Encinitas 101 Main Street Associations and SDG&E





AREA OF INFLUENCE: SOCIAL



Grossmont-Cuyamaca College District

In a thriving community, people look after and help each other, especially when in crisis or dealing with hardship. They also reach out to support family, friends and neighbors in living healthy, safe and happy lives.

GARDENS GROWING HEALTHY COMMUNITIES

Community gardens are cropping up in neighborhoods throughout the County, creating space for growing fruits and vegetables, serving as outdoor classrooms for young and old, nurturing families and forging stronger social connections. At the East County Intergenerational Garden at **Grossmont-Cuyamaca Community College District**, preschoolers learn how food is grown and enjoy eating healthy with the help of local senior volunteers. Similarly, the **BAME Community Development Corporation** works with local residents to create and maintain the Gilliam Family Community Garden and Park. The fruits and vegetables grown in the park's garden help overcome the neighborhood's food desert, defined as an area with little to no access to healthy food. The Corporation teaches families how to grow fresh produce in their own gardens. Furthermore, **Olivewood Gardens and Learning Center** promotes healthy eating habits among Latino families through hands-on gardening and cooking activities and nutrition education. And in the rural mountain community



INDICATOR: Vulnerable Populations
2 IN 5 PEOPLE WITH LOW-INCOME EXPERIENCE FOOD INSECURITY



INDICATOR: Community Involvement
1 IN 4 PEOPLE VOLUNTEERS AN AVERAGE OF 147 HOURS PER YEAR

“Our mission statement says that we grow eight things out here, and one of them is food. We also talk about character, beauty, citizenship, stories and community.”



- **Tricia Elisara,**
School Garden Coordinator,
Julian Elementary School

of Julian, the **Julian Union School District's** Elementary School Character Garden is a place where students grow their own fresh food as well as their hearts and spirits.

The New Roots Fresh Farm Community Garden is a community partnership project spearheaded by **Kaiser Permanente** in El Cajon.



GARDENS GROWING HEALTHY COMMUNITIES (CONT.)

This garden highlights healthy eating and active living. During the past year, the garden produced 40,000 pounds of produce to feed the plot owners' families and those in need. The garden also keeps those involved physically active, including the 70 volunteers who recently dug in to prepare for the next harvest.

SUICIDE PREVENTION

Making the effort to pay attention to how others are doing and taking the time to talk can sometimes be a lifesaving experience. *Live Well San Diego* partners help people in these crucial moments. One such effort is Access and Crisis Line and CHAT services, hosted by **OptumHealth San Diego**. The crisis line receives thousands of calls per month related to suicide prevention, crisis intervention, community resources, mental health referrals, and alcohol and drug support. CHAT is the next generation of suicide prevention, giving residents a new option of going online to ask for help instead of by phone.

"We are very proud to use technology in innovative ways to reach San Diegans in need of mental health support and resources. At Optum we feel a responsibility to leverage the extraordinary abilities of our people, technology, ideas and resources to help communities where we live and work."



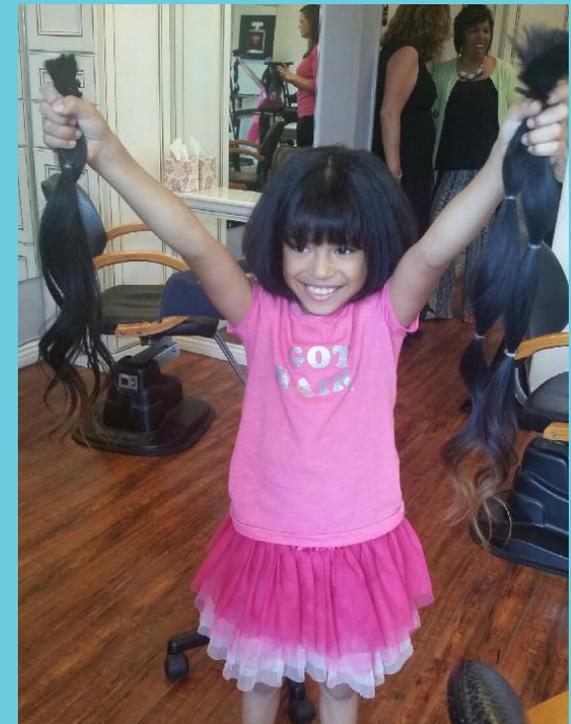
- Michelle Galvan,
Executive Director,
Optum Public Sector San Diego

A CHILD'S GENEROUS GIFT

Seven year-old Gabriella (Ella) Martinez is transfusion dependent due to beta thalassemia, a rare form of anemia. She has already received more than 80 blood transfusions at Rady Children's Hospital and will continue to receive blood every three weeks. **San Diego Blood Bank's** blood donors ensure that blood is available for Gabriella and patients like her.

Ella is so grateful to blood donors that she wanted to do something to help someone else. She first heard about donating hair when she met a child who had no hair due to leukemia while getting a blood transfusion. She was told that when she got older, she could donate her hair so other children could have a wig and wouldn't need to be bald. This resonated deeply with Ella and she told her mother that's what she wanted to do.

When Ella sat down for her first ever haircut a few months later to donate 12" of her long hair, a huge smile came over her face. "People donate blood for me so I can be healthy. Now I want to donate my hair to children who don't have any," she said. Ella's mother was touched by her daughter's generosity and decided to donate her hair as well. As Ella says, "everyone can find a way to be generous."





AREA OF INFLUENCE: SOCIAL

LIVING AS A COMMUNITY

Forming strong connections with friends and neighbors can be lifesaving in other ways as well. Staying socially engaged, mentally stimulated and physically active can reduce the risk of Alzheimer’s disease and are also critical for those who are caring for someone diagnosed with the disease or other forms of dementia. The **Alzheimer’s Association** social activity programs provide safe and comfortable environments for people with dementia and their care partners, helping to enhance quality time together. Among these social activity programs is C.L.U.B. (Connections, Laughter, Unity, Bonding), which encourages participants to stay active, be social and have fun through a variety of stimulating activities. These range from dance lessons and games to pet therapy and visits to local attractions, as well as music and art therapy and guided walks at scenic San Diego locations.

Another *Live Well San Diego* recognized partner program strives to minimize the isolation elderly persons may experience after the loss of a spouse, illness or disability. Guardian Angels are volunteers from **The Glenner Memory Care Centers** who visit seniors at residential care facilities throughout the county. Simply engaging a senior in a friendly conversation can make all the difference in his or her life.

Faith-based communities play a crucial role in the lives of many San Diegans. **Bayview Baptist Church** supports its congregation and community through programs such as the Agape Ministry. The Ministry provides women members of the church who are dealing with incarceration-related issues—personally or with family members—with a compassionate, understanding and nonjudgmental support partner with whom they can talk in a safe and nurturing environment.

“I lost my mother to Alzheimer’s two years ago and was searching for a way to help other families struggling with the disease. A friend suggested I contact Glenner to see how I could help. I learned about the Guardian Angels Program, loved what I saw and immediately enrolled. I was so impressed with what Glenner does to help families that I soon was working here full-time. I am now honoring my mother while helping other families. It couldn’t be a better fit!”



- Lisa Tyburski,
Director of Family Services,
The Glenner
Memory Care Centers

Alzheimer’s Association



Bayview Baptist Church





LOCAL MEDIA GETTING THE WORD OUT

ABC10/KGTV - Azteca San Diego 15/KZSD and **iHeart Media, Inc.** signed on as media partners for *Live Well San Diego* in October 2013. In support of their partnership, KGTV and KZSD produced more than 25 monthly interview segments and promotional topics related to *Live Well San Diego* during Fiscal Year 2014-15. These interview segments and promotional spots were shown as often as 30 times per month and featured the stations' news anchors, community partners and County officials. The segments also appeared on the station's websites—10News.com/Live Well and AztecaSD.com/ViveBien—along with exclusive content regarding a monthly theme and links to County programs and services.

Similarly, iHeartMedia shared the *Live Well San Diego* vision by airing promotional spots and endorsements on its network of radio stations. These radio spots supported the Parenting Summit, foster youth mentor and foster parent recruitment, and issues such as pool safety. The spots featured iHeartMedia on-air personalities and County representatives. Related to these spots, iHeartMedia developed email advertising, newsletter promotion and advertising on its websites. iHeartMedia was also the radio sponsor for the *Live Well San Diego* 5K and aired promotional spots and interviews with former San Diego Chargers player Nick Hardwick and iHeartMedia on-air personalities. Likewise, ABC10/KGTV and Azteca San Diego 15/KZSD were major sponsors of Love Your Heart, the *Live Well San Diego* 5K, the Vital Aging Conference and The March for Babies. These well-attended events featured the stations' anchors as emcees and speakers.



NEXT STEPS

Moving into its sixth year, the *Live Well San Diego* vision continues to reach more individuals, families and organizations throughout the San Diego region and beyond. Expanding on the stories and programs described in the previous pages, recognized partners are stepping up in every sector with new commitments to healthy, safe and thriving communities. So many new partners, in fact, that subsectors are naturally developing to capture their broad-based expertise and specialization. Subsectors emerging for businesses include Healthcare, Grocery/Restaurant, and Innovation/Technology, and education subsectors include Pre-K, K-12 Public Schools, and Colleges. Identifying subsectors helps like-minded partners connect and collaborate more readily towards shared goals and objectives.

Open Performance and Data Access

To help meet the needs of these innovative partners, and in support of a spirit of collaboration and collective impact, the County of San Diego is rolling out an Open Performance Dashboard and Data Access Portal. The Dashboard is a platform that will display the *Live Well San Diego* Top 10 Indicators and related measures in an interactive, public facing, web-based site to report on progress in a user-friendly manner. The Portal is a website that will serve as a centralized repository for data, made available in machine-readable format. This will include demographic, economic, behavioral and health data by communities in San Diego County. These projects support a bigger picture commitment to a Culture of Health that is taking hold not just in San Diego County but also across the nation. Another such effort is the “Big Data Project” funded by the Robert Wood Johnson Foundation. This project will explore how big data can support public health and social policy in San Diego County, and the vibrant, collective impact vision that is *Live Well San Diego*.

Communities of Excellence (CX3)

Bringing data-informed interventions to neighborhoods, Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) is a program framework that builds the capacity of teams of partner organizations and residents to identify areas for improvement in their communities. San Diego County has six CX3



neighborhoods located in five cities throughout the region, each of which has conducted local assessments and used these data to inform policy, systems and environmental changes. In the coming year, the CX3 communities will expand efforts that support access to healthy foods and improved walkability/bikeability.

Signature Events

Signature events provide additional opportunities for residents and partners to take action to advance the *Live Well San Diego* vision. [Love Your Heart](#), held every year around Valentine’s Day, is a region-wide event where County providers and community partners in every sector join together to offer free blood pressure screenings in support of healthy hearts. Expanding on the success of 2015, where 80 of the more than 20,000 screened were identified as having urgent or emergent hypertension requiring immediate medical attention, this year’s Love Your Heart is expected to garner participation from more than 25,000 residents. This coming spring, the County of San Diego and partners are also hosting the first Volunteer Fest, where organizations in every

sector will highlight opportunities for residents to give back in support of a thriving region. Moreover, to bring all three components of the *Live Well San Diego* vision together, the 2016 [Live Well San Diego 5K](#) is expected to grow to more than 2,500 community members who are *Building Better Health, Living Safely and Thriving*.

Best Practices for Businesses

Business leaders have the potential to improve local economies and have a positive influence on the health of employees, customers and communities. As such, *Live Well San Diego* business partners across San Diego County are working together to develop a new Live Well @ Work Toolkit that will showcase best practices for educating employees and customers and promote health and safety in the workplace.

The recognized partners programs and activities highlighted here, paired with the County Board of Supervisors’ leadership and support of partner summits and joint initiatives, are a sampling of the impressive collective efforts that have taken place in the fifth year of *Live Well San Diego*. Partners in every sector are stepping up with the County of San Diego to continue to advance the vision of a healthy, safe and thriving San Diego region. Together, the potential for even greater positive impact over the next five years and beyond is limitless.

CONGRATULATIONS TO OUR NEWEST RECOGNIZED *LIVE WELL SAN DIEGO* PARTNERS

July 1, 2014 - June 30, 2015 | 73 Partners



ALL RECOGNIZED *LIVE WELL SAN DIEGO* PARTNERS

May 1, 2012 - June 30, 2015 | 124 Partners

BUSINESSES & MEDIA

2-1-1 San Diego
ABC10/KGTV - Azteca San Diego 15/KZSD
Anthem Blue Cross
Cardiff 101 Main Street Association
Chula Vista Olympic Training Center
CVS Health
Dirty Dogs
Encinitas 101 Downtown Business Association
Encinitas Chamber of Commerce
iHeartMedia, Inc.
Jimbo's...Naturally!
Kaiser Permanente
Leucadia 101 Main Street Association
MJE Marketing
North San Diego Business Chamber
Northgate Gonzalez Markets
OptumHealth San Diego
Palomar Health
Paradise Valley Hospital
Rural/Metro San Diego
San Diego County Credit Union
San Diego Gas & Electric
San Diego Regional Chamber of Commerce
Terra American Bistro
Vons
Wyndham San Diego Bayside

CITIES & GOVERNMENTS

City of Chula Vista
City of Coronado

City of Encinitas
City of Imperial Beach
City of La Mesa
City of Lemon Grove
City of Oceanside
City of San Diego
City of San Marcos
National City

COMMUNITY & FAITH-BASED ORGANIZATIONS

Alzheimer's Association
American Academy of Pediatrics, California Chapter 3
American Lung Association
Arthritis Foundation
BAME Community Development Corporation
Bayside Community Center
Bayview Baptist Church
Casa Familiar
Catholic Charities Diocese of San Diego
Chula Vista Community Collaborative
Community, Action, Service & Advocacy
Community Alliance for Healthy Minds
Community Health Improvement Partners
Community Information Exchange
Community Research Foundation
Community Resource Center
Council of Community Clinics
Escondido Education COMPACT
Facilitating Access to Coordinated Transportation, Inc.
Fallbrook Healthcare District
Father Joe's Villages
Green Oak Ranch
Home Start, Inc.

ALL RECOGNIZED *LIVE WELL SAN DIEGO* PARTNERS

May 1, 2012 - June 30, 2015 | 124 Partners

Institute for Public Strategies
Interfaith Community Services
Jacobs & Cushman San Diego Food Bank
Jewish Family Service of San Diego
Lake San Marcos Community Association
Lions Club
Lux Art Institute
Mental Health Systems, Inc.
Meridian Baptist Church
Mountain Health and Community Services Inc.
National Alliance on Mental Illness
Neighborhood Healthcare
North County Community Action Network
North County Health Services
North County Lifeline
Olivewood Gardens & Learning Center
Operation Samahan
Project New Village
Project Concern International
Retired Employees of San Diego County
San Diego Black Nurses Association
San Diego Blood Bank
San Diego County Breastfeeding Coalition
San Diego County Medical Society Foundation
San Diego Financial Literacy Center
San Diego Health Connect
San Ysidro Health Center
Social Advocates for Youth San Diego
Serving Seniors
South Bay Community Services
Southern Caregiver Resource Center
Straight from the Heart/North County Foster Parent Association
Union of Pan Asian Communities
The Fellowship Center
The Glenner Memory Care Centers

United Way of San Diego County
Urban Corps of San Diego
Vista Community Clinic
YMCA of San Diego County

SCHOOLS & EDUCATION

Cajon Valley Union School District
Cardiff School District
Chula Vista Elementary School District
Dehesa School District
Del Mar Union School District
Encinitas Union School District
Escondido Union High School District
Escondido Union School District
Fallbrook Union Elementary School District
Grossmont-Cuyamaca Community College District
Julian Union School District
Lakeside Union School District
La Mesa-Spring Valley School District
Lemon Grove School District
MiraCosta College
Mountain Empire Unified School District
San Diego City College
San Diego County Office of Education
San Diego Unified School District
San Dieguito Union High School District
Santee School District
Solana Beach School District
Spencer Valley Elementary School District
Sweetwater Union High School District
VIP Village Preschool
Vista Unified School District



LIVE WELL
SAN DIEGO

LIVWELLSD.ORG