

# The CTG and the Role of the Leadership Team

## CTG Mission

To prevent heart attacks, strokes, cancer, and other leading causes of death and disability through evidence-based and practice-based policy, environmental, programmatic, and infrastructure changes.



# Guiding Principles

**Goal is to help improve population health, reduce health disparities, and lower health care costs**

- **Three guiding principles behind the Community Transformation Grant (CTG):**
  - **Maximize health impact through prevention**
  - **Advance health equity and reduce health disparities**
  - **Expand the evidence base for local policy, environmental, and infrastructure changes that impact health**

# Strategic Direction #1

## Tobacco Free Living

- **Goal:** Prevent and Reduce Tobacco Use
- **Strategy/Interventions:**
  - Protect from second-hand smoke
    - Worksite policies
    - Procurement policies
    - Increase smoke-free, multi-unit housing \*
  - \* Contract: RFP for \$200,000



# Strategic Direction #2

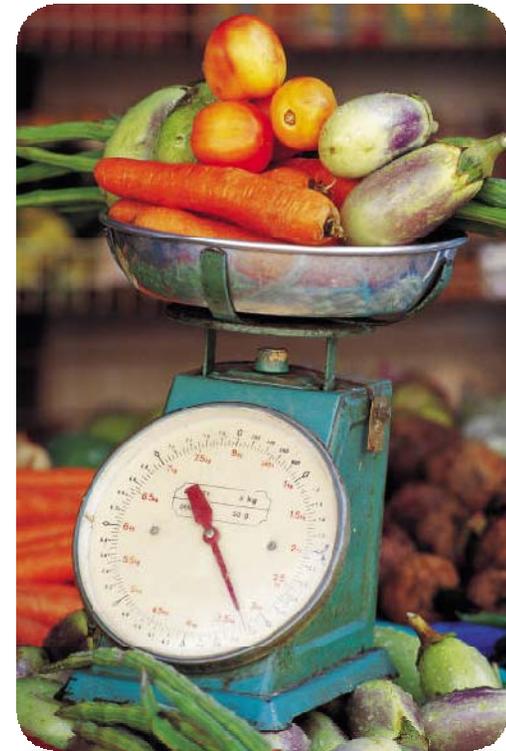
## Active Living and Healthy Eating

- **Goal:** Prevent/Reduce Obesity, Increase Physical Activity; Improve Nutrition in Accordance with the Dietary Guidelines for Americans 2010.



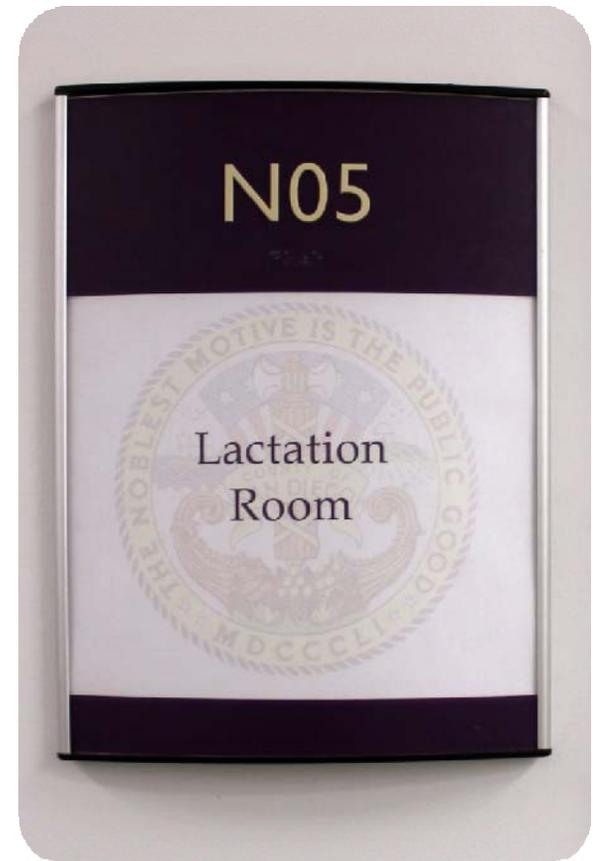
# Strategic Direction #2

- Strategy/Interventions:
  - Increase availability/affordability of foods
    - Healthy Food Systems
      - Farm to Institution
      - Urban/Rural Agriculture Planning Policies
    - Contract: RFP for \$300,000
  - Improve school nutrition
    - Quality of school food  
(increase produce and decrease sodium)
    - Contract: Sole source (SDUSD) for  
\$150,000



# Strategic Direction #2

- **Strategy/Interventions:**
  - Increase initiation and duration of breastfeeding
    - Workplace Lactation – worksite lactation policies
    - Hospital Lactation – baby-friendly or CDPH guidelines per SB 502
  - Non-contracted services



# Strategic Direction #2

- **Strategy/Interventions:**
  - Improve quality and amount of Physical Education/Physical Activity
    - Moderate to Vigorous Physical Activity in Physical Education
    - Physical activity during the school day
    - Contract: RFP for \$150,000
  - Increase Physical Activity opportunities in the community
    - Safe Routes to School Strategic Plan
    - Regional Public Health Element for Land Use and Transportation plans
    - Active Transportation & Public Health Evaluation Institute
    - Contract: Sole source (SANDAG) for \$300,000



# Strategic Direction #3

## Clinical Preventive Services

- **Goal:** Increase control of high blood pressure and high cholesterol.
  - **Strategy/Interventions:**
    - Provide training and technical assistance
      - Control high blood pressure and cholesterol \*
      - Workforce Wellness
- \* Contract: RFP for \$230,000



# Strategic Direction #4

## Social and Emotional Wellness

- **Goal:** Increase child and adolescent health and wellness
- **Strategy/Interventions:**
  - Promote Effective Parenting
    - Nurse Family Partnership
- Non-contracted services



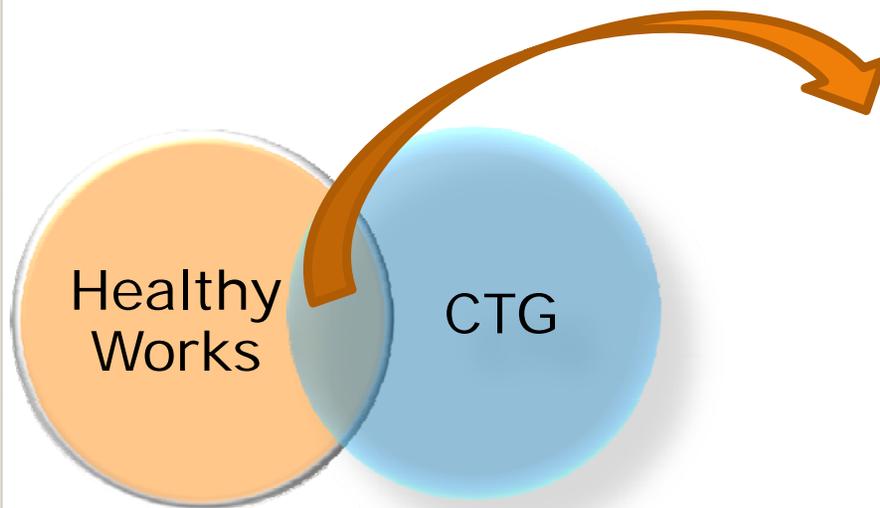
# Strategic Direction #5

## Healthy and Safe Physical Environment

- **Goal:** Increase bicycling and walking for transportation and pleasure
- **Strategy/Interventions:**
  - Establish community design standards for safe streets
    - Complete Streets Policy and Implementation
    - Healthy Design Guidelines
  - Establish protocols to assess community health and wellness
    - Health Impact Assessment
- **Contract:** Sole source (SANDAG) for \$200,000



# Sustainability for CPPW



- Healthy Food Systems
- Workplace Breastfeeding/Lactation Policy
- Farm-to-Institution
- Urban/Rural Agriculture Planning Policies

Healthy Foods

- Improving School Meals
- Moderate-to-Vigorous Physical Activity
- Physical Activity at School
- Implement Regional Safe Routes to School Strategic Plan

Healthy Schools

- Healthy and Active Design Guidelines and Standards
- Regional Public Health Element for Land Use and Transportation Plans
- Active Transportation and Public Health Evaluation Institute
- Complete Streets Policy and Implementation
- Health Impact Assessment Program

Healthy Places

# *Live Well, San Diego!*

## Vision

A County that is Healthy, Safe, and Thriving

- Building a Better System
- Supporting Healthy Choices
- Pursuing Policy and Environmental Changes
- Improving the Culture from Within



# Role of Leadership Team Members

## Leadership Team Mission

To advise HHSA Director and assist in strategic implementation of program activities.



# HHSA Expectations

- To ensure that the strengths, talents, and interests of Leadership Team members are matched with opportunities that capitalize on those strengths and advance the strategic work of CTG
- To actively engage members in a productive and time-efficient manner
- To restructure meetings to become more productive and accountable



# HHSA Actions to engage members

- Utilize outside facilitator/consultant to guide discussion and enhance future meeting process
- Send follow-up survey to members to assess areas of interest related to interventions and options



# Options for Members

- Sponsor a specific policy/legislation to support change
- Represent the intervention efforts at local/national level
- Provide technical assistance, consultation, and/or serve as a resource
- Provide linkages to other related advisory groups
- Participate on an advisory committee for a strategic direction
- Leverage funding
- Coordinate funding

# Options for Members

- Implement/institutionalize policy change within their organization
- Review changes in their organization's procurement language
- Participate in media activities
- Sponsor meet and greets
- Provide presentations
- Identify celebrity media spokespersons
- Problem solve implementation challenges
- Other

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healthy  
**WORKS**  
Paths to Healthy Living



COUNTY OF SAN DIEGO  
 **HHSA**  
HEALTH AND HUMAN SERVICES AGENCY