



# COUNTY OF SAN DIEGO

## AGENDA ITEM

### BOARD OF SUPERVISORS

GREG COX  
First District

DIANNE JACOB  
Second District

PAM SLATER-PRICE  
Third District

RON ROBERTS  
Fourth District

BILL HORN  
Fifth District

**DATE:** November 8, 2011

**TO:** Board of Supervisors

**SUBJECT:** 2010-2011 *LIVE WELL, SAN DIEGO!* REPORT (DISTRICT: ALL)

**SUMMARY:**

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### **Overview**

The County of San Diego is guided by a vision of a healthy, safe and thriving community. Last year your Board launched a major health initiative aimed at improving the health and well-being of San Diego County residents. This ambitious and innovative 10-year plan, known as the Health Strategy Agenda: Building Better Health, became the County's blueprint for improving the quality of life for local citizens. The plan outlines a number of strategies for building a better service delivery system, supporting positive healthy choices, pursuing policy and environmental changes, and improving the culture from within county government. Since your Board adopted the plan on July 13, 2010 (10), County staff has worked to implement the plan throughout the community and within the County workforce.

On October 19, 2010 (1), your Board received a presentation on the status of the Health Strategy Agenda: Building Better Health. Subsequently, an interim status report was provided to your Board in November 2010. On March 15, 2011 (4), your Board received a presentation on the status of the Health Strategy Agenda: Building Better Health, highlighting the County's achievements over a four-month timeframe. In line with Board direction, County staff then integrated the Healthy Strategy Agenda's objectives into a comprehensive initiative called *Live Well, San Diego!*, which, along with building better health, also seeks to foster safe communities and promote thriving families.

Today, your Board is asked to receive a report on the progress made during the first year of the *Live Well, San Diego!: Building Better Health* initiative.

### **Recommendation(s)**

**CHIEF ADMINISTRATIVE OFFICER**

Receive the 2010-2011 *Live Well, San Diego!* report.

### **Fiscal Impact**

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There is no fiscal impact as a result of this action.

**Business Impact Statement**

N/A

**Advisory Board Statement**

The *Live Well, San Diego!* initiative is continually reviewed and updated with input from numerous citizen advisory boards.

**BACKGROUND:**

A surge in chronic disease, rising healthcare costs and increased demands on healthcare delivery systems, coupled with a volatile economic climate, prompted the County of San Diego to take action to address the health and well-being of local residents. On July 13, 2010, your Board adopted the County's Health Strategy Agenda: Building Better Health. The Health Strategy Agenda includes four major themes: 1) Building a Better Service Delivery System; 2) Supporting Positive Healthy Choices; 3) Pursuing Policy and Environmental Changes; and, 4) Improving the Culture From Within County Government.

Since your Board's action in July 2010, the County and its community partners have begun to implement *Live Well, San Diego!: Building Better Health* throughout the region.

We have *built a better service delivery system* by providing coordinated, high-quality and efficient care, improving access to services, and improving how we provide services and support. For example, over the past year primary care clinics and community stakeholders began integrating physical and mental healthcare for indigent adults through a new program called the Low Income Health Program (LIHP).

We have *supported positive healthy choices* together with community partners by providing San Diego residents with the knowledge and opportunities to choose and improve healthy eating, active living, and tobacco and drug free lives. For example, a partnership between 2-1-1 San Diego, community members, and the County enabled eligible residents to have access to information about CalFresh (food stamps) and apply for the program over the phone 24 hours a day, 7 days a week.

We have *pursued policy and environmental changes* by working with the San Diego Association of Governments (SANDAG) and cities to remove barriers and incorporate health into policies and community planning to make it easier for people to access healthy food, engage in physical activity and live in tobacco- and drug-free environments. For example, Communities Putting Prevention to Work/Healthy Works focused on efforts to promote farmers markets, community gardens, bike-to-school and work programs, improvements in land use and transportation, and school exercise and nutrition programs.

Finally, we have *improved the culture from within county government* with County staff leading by example to improve their own health by adopting new habits in the workplace and their lives.

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For example, the County's Department of Human Resources introduced an Employee Wellness website containing valuable health, nutrition, fitness and mental well-being tips.

The report received by your Board today will highlight these, and other ways in which County departments, local agencies, businesses, schools and our healthcare partners worked together over the past year to build better health in our communities.

**Linkage to the County of San Diego Strategic Plan**

This action supports the "Kids," "Environment," and "Safe and Livable Communities" initiatives in the County of San Diego's 2011-2016 Strategic Plan. *Live Well, San Diego!* encourages local residents to take steps to improve their own health; pursues policy changes that support a healthy environment; and seeks to improve the health delivery system, all while maximizing available resources and saving taxpayer dollars. It also promotes the vision of a healthy, safe and thriving community by engaging community partners to assist in efforts to improve the overall well-being of our residents.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Walter F. Ekard", with a small "for" written to the left of the signature.

WALTER F. EKARD  
Chief Administrative Officer

**ATTACHMENT(S)**

2010-2011 *Live Well, San Diego!* Report

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**AGENDA ITEM INFORMATION SHEET**

**REQUIRES FOUR VOTES:**            Yes        No

**WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED**

   Yes        No

**PREVIOUS RELEVANT BOARD ACTIONS:**

3/15/11 (4) Received status update on County’s Health Strategy Agenda: Building Better Health; 10/19/10 (1) Received status update on County’s Health Strategy Agenda: Building Better Health; 7/13/10 (10) Approved the County’s Health Strategy Agenda: Building Better Health; authorized staff to seek and apply for related grants; and directed development of plans for *safe* and *thriving* communities; 4/13/10 (7) Adopted a resolution authorizing the Director of Health and Human Services Agency to administer the American Recovery and Reinvestment Act of 2009 Communities Putting Prevention to Work Initiative grant, authorized the Clerk of the Board to execute a revenue agreement, and authorized the Director of Purchasing and Contracting to enter into negotiations with various entities; 11/03/09 (1) approved reforms to the In-Home Supportive Services Program; 4/21/09 (7) Approved Nutrition Security Plan; 6/12/07 (17) authorized the Director of the Health and Human Services Agency to pursue grant opportunities and pilot programs consistent with Board recommendations pertaining to promoting healthy eating habits; 10/19/04 (6) approved creation, coordination and announcement of Childhood Obesity Master Plan.

**BOARD POLICIES APPLICABLE:**

N/A

**BOARD POLICY STATEMENTS:**

N/A

**MANDATORY COMPLIANCE:**

N/A

**ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):**

N/A

**ORIGINATING DEPARTMENT:** Health and Human Services Agency

**OTHER CONCURRENCE(S):**

- Community Services Group
- Finance and General Government Group
- Land Use and Environment Group
- Public Safety Group
- County Communications Office
- County Technology Office
- Department of Human Resources
- Office of Strategy and Intergovernmental Affairs

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**CONTACT PERSON(S):**

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