

Healthy Works/  
Community Transformation Grant (CTG)  
**Leadership Team Meeting**  
September 12, 2013



---

---

---

---

---

---

---

---

**WELCOME & INTRODUCTIONS**

**Dr. Wilma Wooten, Public Health Officer, CTG Principal Investigator**



---

---

---

---

---

---

---

---

**Lieutenant Commander  
Sunny Ramchandani, MD**



- Medical Director of Healthcare Business Directorate at Naval Medical Center
- Leads San Diego's "Integrated Health Community" initiative to integrate patients with optimized social and health services throughout San Diego County
  - Aims to improve health outcomes while lowering healthcare costs



---

---

---

---

---

---

---

---

## Lisa Hoffman, MA



- CTG Program Manager
- Previously Managing Director and Community Liaison with the San Diego Prevention Research Center.
- Experience in health equity, partnership engagement, and administering CDC-funded, chronic disease prevention intervention and evaluation activities.



---

---

---

---

---

---

---

---



## What's in Your Meeting Packet?



---

---

---

---

---

---

---

---

## CTG UPDATES AND HIGHLIGHTS

Lindsey McDermid, CTG Program Director



---

---

---

---

---

---

---

---

### CTG Program Updates

- 3 contracts executed
  - UCSD – Worksite Wellness/ Lactation Supportive Environments
  - Nash and Associates – Assessment
  - AdEase – Communications
- Year 1 Carryover funds awarded June 2013
- Year 3 Application submitted July 2013






---

---

---

---

---

---

---

---

### CTG Program Updates

- **O**rganizational **P**olicy change: Programmatic policy and quality assurance plan for Public Health Nurses training
- **S**ystems change: San Diego Unified School District's procurement system for urban agriculture
- **F**uture **E**nvironmental change: Health included in SANDAG's new Regional Plan vision and goals






---

---

---

---

---

---

---

---

### CDC Site Visit: August 20–22, 2013



*“San Diego isn’t cutting any corners and is a model CTG site.”*





---

---

---

---

---

---

---

---

**CDC Site Visit:  
August 20–22, 2013**

**CDC feedback on Healthy Works Leadership Team:**

- Revisit LT membership to ensure there are no gaps in key sectors and populations.
- Engage LT in dissemination efforts.
- Strategically involve LT members in CTG implementation.




---

---

---

---

---

---

---

---

**CTG Awardee Training:  
August 27–29, 2013**

**National implementation by the numbers**

# of CTG Awardees	107
# of CTG Objectives	1669
# of CTG Activities	26,644
# of people with ↑ access to systems that support control of high blood pressure and cholesterol	4.1 million
# of people with ↑ access to healthy food and beverages	5 million
# of people with ↑ physical activity opportunities	6.5 million
# of people with ↑ access to smoke-free environments	7 million




---

---

---

---

---

---

---

---

**CTG Awardee Training:  
August 27–29, 2013**

**San Diego in the Spotlight:**

- Local School Wellness Policy Implementation: School Physical Activity
- Integrating for Sustainability: Live Well San Diego
- Communications: San Diego is Pedal Powered
- Partnership with Operation Samahan






---

---

---

---

---

---

---

---

### CTG Statewide Coordinator Site Visit September 4, 2013

CTG in California:

- 10 grantees
- 1/5 of funds

Geographical Distribution of Community Transformation Grant (CTG) Awards in California 2011 and 2012

---

---

---

---

---

---

---

---

---

---

---

---

### ACTION INSTITUTE DEBRIEF AND NEXT STEPS

**Dean Sidelinger, Child Health Officer, Interim MCFHS Branch Chief**

---

---

---

---

---

---

---

---

---

---

---

---

### Action Institute: Summary and Next Steps

- Goal: to accelerate local action by engaging CTG Leadership Team members in problem-solving, addressing challenges, and leveraging their roles as leaders.
- Over 50 attendees
- Breakouts: Clinical and Community Preventive Services Communications, Healthy and Safe Physical Environments, CTG Communications, and Smoke-Free Environments.

---

---

---

---

---

---

---

---

---

---

---

---

## Smoke-Free Environments

Next Step: Educate San Diego County Board of Supervisors and other local decision-makers on strategies for strengthening smoke-free policies and limiting illegal sales to minors.

- Refine comprehensive strategy for increasing smoke-free environments in San Diego county.
- Currently responding to requests for information on increasing smoke-free environments.
- Smoke-free language included in two most recently executed CTG contracts.



---

---

---

---

---

---

---

---

## Clinical/Community Preventive Services Communications

Next Step: Form a workgroup of the CTG media advisory group to brainstorm how core messaging can be used to promote adoption, adaptation and alignment by stakeholders. Workgroup members will include participants from the breakout session in addition to individuals with media, marketing and communications expertise.

- Core messaging is being developed by contractor AdEase.
- Will be completed by Sept. 29<sup>th</sup>.
- When completed, schedule a meeting with this workgroup or hold as a breakout session at December Leadership Team meeting.



---

---

---

---

---

---

---

---

## Healthy and Safe Physical Environments

Next Step: Convene a follow-up meeting with interested CTG Leadership Team members to craft the messages and mechanisms for conveying these issues to decision makers.

- Discuss at next quarterly meeting of SANDAG/HHSA executives (mid-Sept).
- Convene interested Leadership Team members in October or November to craft messages.



---

---

---

---

---

---

---

---

### CTG Communications

Next Step: Increase and disseminate strengthened CTG messaging through additional funding and engage Leadership Team members in delivering CTG messages as spokespersons and as organizational role models.

- Currently refining the messaging.
- Media Advisory Group meeting in late September (includes Leadership Team members).
- Hold media training in Fall for Leadership Team members and CTG staff.
- Discuss/strategize dissemination at December meeting.






---

---

---

---

---

---

---

---

---

---

### Input and Discussion

Any additional thoughts on the “Next Steps” and our plans for follow-through?






---

---

---

---

---

---

---

---

---

---

### LEADERSHIP TEAM ROLES & RECOMMENDATIONS FOR MOVING FORWARD

Tina Zenzola, CTG Program Lead




---

---

---

---

---

---

---

---

---

---

### Leadership Team Charter Outline

- Name and Date of Commencement
- Purpose
- Membership
- Roles & Responsibilities
- Duration
- Meeting Time and Location
- Ad Hoc Work Groups and Advisory Groups





---

---

---

---

---

---

---

---

### Leadership Team Roles and Function



**Serve as Ambassadors**

- Serve as ambassadors, be a positive role model, lead by example, and be early adopters of policies.
- Bring attention to and acknowledgement of successes in the community.
- Host and appear at community forums.

**Be a Spokesperson**

- Serve as spokespersons and provide a balanced perspective to policy development at local, state, and federal levels.
- Educate the SANDAG Board and local jurisdictions on using public health as a lens in land use and transportation decisions.
- Deliver messages that support efforts to protect vulnerable populations (e.g., children and older adults) and targeted groups (e.g., youth and communities of color).





---

---

---

---

---

---

---

---

### Leadership Team Roles and Function

**Contribute Technical Expertise**

- Support funding of prevention efforts that reduce chronic disease.
- Recognize and reward policy makers and businesses that adopt tobacco-free policies (e.g., through Public Health Champions award program).

**Help Leverage and Sustain CTG Goals**

- Help identify opportunities and directions in support of CTG sustainability.
- Leverage Leadership Team professional and organizational influence and resources in support of CTG.
- Identify and help CTG link to other programs and initiatives with synergistic potential (e.g., Million Hearts Initiative, Safe Family-Healthy Places).
- Consider evolving into a broader *Live Well San Diego* Leadership Team.





---

---

---

---

---

---

---

---

### Input and Discussion



- Is there a key role that is missing or that you think doesn't fit?
- What do you see as the most relevant role the Leadership Team can play in leveraging and expanding CTG efforts?
- What are the highest priority roles ?




---

---

---

---

---

---

---

---

### Moving Forward

- Clarify, refine Leadership Team roles and function
- Establish a Leadership Team charter
- Restructure Leadership Team meeting format
  - Interactive and add working breakout session
  - Utilize outside facilitators when needed
- Establish system for more frequent communication
- Engage Leadership Team in CTG sustainability discussion




---

---

---

---

---

---

---

---

### Input and Discussion



What are your thoughts on the recommended actions for Moving Forward?




---

---

---

---

---

---

---

---