

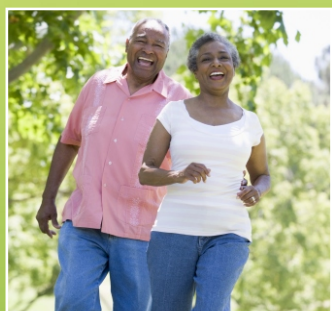
Communities Putting Prevention to Work



On Friday, March 19, 2010 the U.S. Department of Health and Human Services announced \$372 million being awarded to communities across the country to support public health efforts to reduce obesity, increase physical activity and improve nutrition.



The County of San Diego Health & Human Services Agency (HHSA) applied for this competitive federal grant and was awarded \$16 million over two years to work on the initiatives outlined below. HHSA will partner with numerous organizations to address these important public health issues. These actions support the County's Health Strategy Agenda which will help create a *healthy, safe and thriving* San Diego County.



Physical Activity

- Promote use of public transit and safe active transit, such as biking and walking, to work and school;
- Promote accessible places for physical activity;
- Increase opportunities for physical activity in before/after school programs;
- Develop new capabilities to assess how transportation and land use planning impacts and protects human health;
- Work with land use and transportation planners to increase opportunities for residents to be physically active and eat nutritious foods.

Nutrition

- Increase consumption of healthy and locally grown food in schools, foster group homes, senior meal sites and other locations;
- Increase the number of farmers markets that are participating with nutrition assistance programs;
- Develop and expand community and school gardens;
- Support expansion of lactation policies at worksites;
- Expand participation in school and summer feeding programs for kids.



Implementing CPPW in San Diego

HHSA, as the local health jurisdiction, was the only entity eligible to apply for CPPW funding to implement these interventions countywide. The CDC also requires the majority of grant interventions to be in place within 90 days of the grant award. In San Diego County, the goals of the CPPW grant will be achieved through partnerships between HHSA and contracts with five other agencies with a countywide scope. This plan was approved by the County of San Diego Board of Supervisors on April 13, 2010.

UCSD's Division of Child Development and Community Health

- UCSD's role in this project is uniquely aligned with its current community outreach, education and media strategies to improve nutrition and increase physical activity in San Diego County residents.
- UCSD will implement the Lactation and Media Campaign and will oversee the Fresh Fund Initiative, Food Policy and Garden, Farm to Institution and Distribution Hub scopes of work.

San Diego County Office of Education (SDCOE)

- SDCOE will provide regional support and act as a liaison to the County's 42 school districts.
- Additionally, SDCOE will assist HHSA in implementing policies (including childhood obesity policies), environmental change and nutrition and physical activity programs in all of the County's school districts.

San Diego Association of Governments (SANDAG)

- SANDAG is the forum for regional decision-making in San Diego County, made up of the 18 cities and the County of San Diego.
- SANDAG will provide leadership and direction for all built environment interventions and will act as a liaison to the County.

SDSU Graduate School of Public Health

- SDSU faculty and resources are nationally and internationally known for their expertise in evaluating nutrition and physical activity interventions.
- SDSU will provide evaluation services for the CPPW initiative.

Community Health Improvement Partners (CHIP)

- CHIP coordinates activities of the Childhood Obesity Initiative, a countywide public-private partnership utilizing resources from throughout the community to decrease rates of childhood obesity.
- CHIP will be responsible for implementation of the Residential Leadership Academy, which focuses on mobilizing community-based organizations and local residents to improve the quality of life of neighborhoods from an environmental prevention and public safety perspective.