



STRATEGIC PLAN for Supporting Community Wellness in La Mesa and Spring Valley

Endorsed in 2009 by:

*La Mesa-Spring Valley School District
La Mesa City Council
Spring Valley Revitalization Group
La Mesa Collaborative
Spring Valley Youth and Family Coalition
Spring Valley Community Planning Group
County Service Area 128*

Supported by funding from:



Report Card December 2010

Prepared by Thomas Herman Consulting



“ready...set...Live Well” Strategic Vision¹

Ready...Set...Live Well is an initiative that extends and integrates efforts to support healthy eating and physical activity in Spring Valley and La Mesa, focusing primarily on environmental change and policy strategies. The initiative engages multiple sectors -- schools, health care, business, and faith communities -- to coordinate with residents and local government on actions that will create healthier community environments and reverse the troubling trends in obesity and chronic disease.

Vision

La Mesa and Spring Valley are the healthiest and most livable communities in the San Diego region.

Mission

Enhance environments to promote physical activity and healthy eating in La Mesa and Spring Valley.

Core Values

- Inclusive community participation and ownership, from residents to elected officials
- Leadership and action from diverse stakeholders (public + private)
- Reduction of health disparities²
- Emphasis on evidence-based strategies³
- Efficient use of resources and focus on sustainability

Strategic Goals

- Support policy and environmental changes that increase the capacity of neighborhood environments in La Mesa and Spring Valley to support healthy eating and active lifestyle of residents.
- Support policy and environmental changes that increase the capacity of schools, after school programs, and child care providers to promote healthy behaviors among all grade levels.
- Collaborate with health and fitness professionals to increase promotion of healthy behaviors in professional settings and advocate for healthier community environments.
- Build on local collaboration to develop a community-wide approach, including a Community Ambassador Program, as well as faith and business sectors, which will promote and sustain the Live Well Initiative in La Mesa and Spring Valley.
- Employ initiative-level strategies that maximize the efficiencies of current resources for Live Well, while minimizing the impact on local resources.



¹ “ready...set...Live Well” is used interchangeably with “Live Well” as the initiative title.

² “Health disparities” are defined by the CDC as “segments of the population with a poor health status. These segments include vulnerable populations as defined by race/ethnicity, socio-economic status, geography, gender, age, and disability status.” (accessed at <http://www.cdc.gov/omhd/Topic/HealthDisparities.html>)

³ “Evidence-based strategies” are defined as “strategies that integrate the best available research evidence with common knowledge to guide efforts in producing the most desirable results.” Netting, F.E. et al. (2008) Social work macro practice. Boston, MA: Pearson Education, Inc.

Measuring Progress

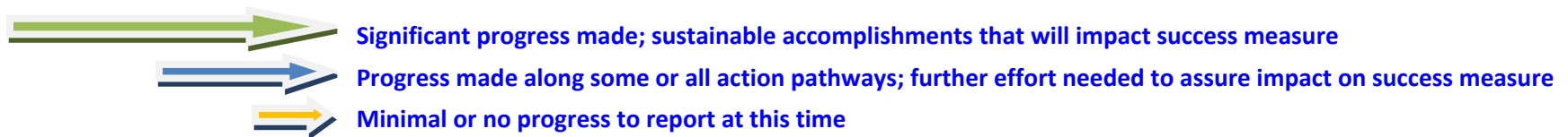
Many organizations and individuals have contributed to the advancement and implementation of the Live Well Strategic Plan, and this Report Card gives us an opportunity to recognize and celebrate the community's collective achievements. The progress that is being made now will benefit the health of all residents for generations. This Report Card can also serve as a reminder of the community-wide effort required to support health and wellness and an invitation to all sectors of the community to get involved in making Spring Valley and La Mesa the healthiest places they can be.

The Report Card is organized around the 5 goal areas established in the Strategic Plan:

- *Neighborhoods – Pages 4-7;*
- *Schools – Pages 7-10;*
- *Public Health, Health Care and Fitness – Pages 11-12;*
- *Community Engagement – Pages 13-16, and;*
- *Initiative Promotion, Tracking, and Evaluation – Pages 16-18.*




Specific accomplishments are briefly summarized in relation to the individual success measures and the action pathways through which the Live Well Initiative sought to positively impact those measures.




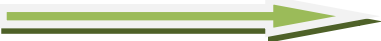
Colored arrows are used to reflect the progress toward each key success measure within each of the five strategic goal areas.

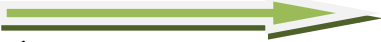





1 Neighborhoods

Strategic Goal: Support policy and environmental changes that increase the capacity of neighborhood environments in La Mesa and Spring Valley to support healthy eating and active lifestyle of residents

<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<p>1. Addition of a health and sustainability element to the City of La Mesa’s General Plan and delineate steps to implement the County General Plan</p> <p>1a. Assist with the engagement of community residents and subject area experts to develop the health and sustainability element.</p> <p>1b. Explore the opportunities for inclusion of health and wellness elements in revised County General Plans.</p>	 <ul style="list-style-type: none"> ✓ La Mesa: The City of La Mesa committed to adding this element to the General Plan and secured a grant from Kaiser Permanente for \$50,000 to develop this element with community input. A consultant has been selected and work is expected to begin in 2011. Live Well Community Ambassadors will be included in the community sensing activities connected with the La Mesa General Plan Update. ✓ Spring Valley: The multi-year process of updating the County General Plan and Spring Valley Community Plan is near completion. The General Plan does not include a health element, so this issue would need to be addressed in future revisions, but there are strong points of connection for community wellness efforts in the updates.
<p>2. The number of policies that improve pedestrians and/or cyclists ability to walk/bike in the community</p> <p>2a. Identify model policies, and train community members to advocate for policy development and adoption.</p>	 <ul style="list-style-type: none"> ✓ Spring Valley: Live Well co-hosted a day-long workshop with partners from Healthy Transportation Network, SANDAG, and County Health and Human Services Agency – East Region addressing pedestrian safety, road design challenges, and innovative policy and design solutions. 35 individuals including local residents and representatives of several County agencies attended the workshop. ✓ La Mesa: The La Mesa Kids Walk and Roll to School Program, funded by a grant from the Federal Safe Routes to School Program, is supporting community engagement by recruiting parent champions to support enhanced walk ability and bikeability around 8 La Mesa schools. ✓ La Mesa: SANDAG has funded a Bicycle Master Plan and work is underway.
<p>3. The amount of funding obtained to complete pedestrian and bicycle infrastructure enhancements</p> <p>3a. Collect information on areas of high need and identify funding opportunities appropriate for addressing needs.</p>	 <ul style="list-style-type: none"> ✓ La Mesa: The La Mesa City Council has approved a Sidewalk Master Plan, and information on where sidewalks are missing and desired by the community was charted as part of that effort. This Master Plan increases opportunities for future funding to improve pedestrian infrastructure. ✓ The La Mesa Kids Walk and Roll Program has completed 4 community meetings to identify barriers


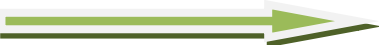
	<p>to walkability around La Mesa schools. The other 4 schools will be completed during 2010-11.</p> <ul style="list-style-type: none"> ✓ La Mesa: The City has secured a SR2S grant to add sidewalks to Junior High Drive across from La Mesa Middle School.
<p>4. The number of pedestrian and bicycle infrastructure enhancements completed</p> <p>4a. Train and support community members to identify areas where enhancements are needed, and communicate recommendations to public works departments.</p> <p>4b. Live Well participation in City of La Mesa’s bicycle master plan.</p>	 <ul style="list-style-type: none"> ✓ See #'s 2 and 3 above. ✓ La Mesa and Spring Valley: Live Well partner <i>WALKSanDiego</i> provided training in walkability issues and community assessment to 2 Live Well Community Ambassadors and 9 Live Well Schools Tactical Team members affiliated with the La Mesa-Spring Valley School District. ✓ La Mesa: Two Live Well volunteers attended the General Plan workshop to improve circulation in the City.
<p>5. The number of policies that support healthy eating</p> <p>5a. Work with youth sports organizations to understand and implement healthy eating policies.</p> <p>5b. Revise joint use/field use policies to incorporate a nutrition standard where needed.</p>	 <ul style="list-style-type: none"> ✓ Spring Valley: County Parks and Recreation Department has implemented 5 policies including a Healthy Snacks and Beverage Meeting Policy and Healthy Vending and Concession Stand Policies with Los Toros, AYSO Soccer, Spring Valley Little League, and Adult Baseball Leagues. ✓ La Mesa: The La Mesa Athletic Council passed a resolution to incrementally meet School Wellness Standards
<p>6. The number of restaurants and food stores that increase and/or promote healthy choice options</p> <p>6a. Collaborate with local partners to assist restaurants in offering more healthy choices.</p> <p>6b. Work with food stores to modify product and/or ad placement to encourage healthy choices.</p>	 <ul style="list-style-type: none"> ✓ La Mesa and Spring Valley: A complete list of restaurants for La Mesa and Spring Valley was obtained from the County of San Diego Department of Environmental Health. Live Well initiated collaborative work with Healthy Kids Choice, Inc. (HKC) in December 2009 to assist restaurants in offering healthier options on their children’s menus, but work is postponed until HKC secures funding
<p>7. The number of residents who obtain fresh produce from local sources (i.e., farmers’ markets, community gardens)</p> <p>7a. Provide information and resources to encourage gardening.</p> <p>7b. Create and/or expand operations of farmers’ markets.</p> <p>7c. Encourage utilization of community supported</p>	 <ul style="list-style-type: none"> ✓ Spring Valley: The Spring Valley Neighborhood Tactical Team developed strategies including: assisting local WIC vendors to be in compliance with the new WIC food package requirements and improving the quality and quantity of their produce; assisting new vendors enrolling in EBT Program; developing a Community Garden on the Spring Valley Elementary School site (in final design stage); developing a local Farmer’s Market on the Spring Valley Elementary School site (manager and vendors secured, opening projected for 3/2011).




<p>agriculture, which provides residents with a way to obtain local, seasonal food directly from the farmer (e.g., Golden Share Program).</p>	<ul style="list-style-type: none"> ✓ Spring Valley: Youth leaders from the Spring Valley Teen Center developed and adopted a small garden with grant funding from the California Endowment and Grossmont Healthcare District to teach participants about seasonal planting, composting and grey water collection. Participants will use herbs and vegetables they harvest in healthy cooking classes. ✓ La Mesa: Live Well conducted a healthy eating promotion distributing discount coupons for fruits and vegetables at the La Mesa Farmer’s Market. ✓ La Mesa: The City of La Mesa is developing a 2-acre lot across the street from Maryland Avenue Elementary into a Community Garden and has secured \$18,800 in grant funds to initiate the effort.
<p>8. The number of Live Well partners providing or increasing access to low- or no-cost recreation programs 8a. Work with community partners to reduce barriers to participation (e.g., increase offerings, finding alternate ways to pay).</p>	 <ul style="list-style-type: none"> ✓ Spring Valley and La Mesa: Live Well hosted community walks in parks in both communities in January 2010 to launch the initiative and encourage residents to exercise in parks. Recreation Rx program has pediatricians at the Grossmont –Spring Valley Family Health Center giving prescriptions for free or low cost recreation programs at the Spring Valley Community Center, Teen Center , and Gymnasium. ✓ La Mesa: Live Well partner RhythmWorx began to provide free monthly Community Drum Circles to residents beginning August 2010. Live Well partner 24 Hour Fitness hosted a Summer Community Fitness event providing participants with free gym membership passes. ✓ La Mesa: Live Well developed an annual calendar of the free events in La Mesa and are partnering with the La Mesa Park and Recreation Foundation’s Expand the Parks Sub-Committee to develop no-cost programs within the parks of La Mesa. ✓ Two new free events in underserved communities were offered in 2010. Four are planned in 2011. A grant of \$3000 was secured for these programs.
<p>9. The number of individuals and/or partner organizations taking an active role in maintaining parks and open spaces 9a. Conduct outreach and provide trainings on how to identify and report on park needs. 9b. Organize community activities that improve park and open space environments.</p>	 <ul style="list-style-type: none"> ✓ Spring Valley and La Mesa: City of La Mesa Parks and Recreation and Healthy Adventures Foundation utilized three youth-led Communities of Excellence (CX3) groups to assess open space, use, and maintenance of local parks in East County ✓ La Mesa: City of La Mesa Parks Master Plan is planned and potential funding resources to support the implementation are being investigated. ✓ Spring Valley: CX3 youth repainted a bridge in Lamar Park that was covered with graffiti.



<p>10. The number of parks with an active Adopt-A-Park partner 10a. Enhance/establish Adopt-A-Park programs that allow individuals and/or community organizations to perform basic park maintenance for at least one particular park. 10b. Match parks to partners and communicate with partners to encourage on-going engagement.</p>	 <ul style="list-style-type: none"> ✓ La Mesa: Adult Enrichment Center staff presented Adopt-a-Park partnership opportunities to Live Well Community Ambassadors. ✓ La Mesa: A CX3 youth engagement group has adopted Collier Park for regular quarterly clean up projects.
<p>11. The number of residents within a ¼ mile of a park or recreation facility 11a. Identify areas that are underserved by parks and advocate for creation of new parks to serve those areas.</p>	 <ul style="list-style-type: none"> ✓ Spring Valley and La Mesa: The County HHS Community Health Statistics Unit has mapped areas underserved by parks.


2 Schools

Strategic Goal: Support policy and environmental changes that increase the capacity of schools, after school programs and child care providers to promote healthy behaviors among all grade levels

<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<p>1. The expansion of leadership in policy development and implementation from the District Wellness Committee 1a. Reformulate the District Wellness Committee to include more district school site administrators and hold quarterly meetings during after school hours.</p>	 <ul style="list-style-type: none"> ✓ The La Mesa -Spring Valley School District’s quarterly District Wellness Committee meetings include wide representation from school staff, parents, and district officials. School site Wellness Committees have also been established.
<p>2. The number of students, families, staff, and community partners who are aware of and support existing wellness policies 2a. Work with school partners to promote and provide targeted (i.e., population - students, families, staff) information about the particular school’s wellness</p>	 <ul style="list-style-type: none"> ✓ Live Well assisted LMSVSD to design Healthy Celebration Flyers to be sent home in the Back-to-School packets in Fall 2010, reaching students, families, and staff specifying key provisions of the District Wellness Policy and ways for parents to get involved. ✓ Live Well Schools Tactical Team members received training on wellness topics including


<p>policy. 2b. Conduct trainings for school staff to support existing wellness policies.</p>	<p>walkability/safe routes to school, the nutritional components of the LMSVSD Wellness Policy and GUHSD Wellness Policy, and school gardens.</p>
<p>3. The number of school sites that attain national recognition for excellence in school wellness through the Alliance for a Healthier Generation 3a. Recruit 4-6 pilot schools to participate in assessment, implementation, and recognition activities. 3b. Work with school wellness committee representatives to fully implement their wellness policy, address gaps, and pursue national recognition through the Alliance for a Healthier Generation’s Healthy Schools Program Framework.</p>	 <p>✓ With support of all 21 school Principals, the LMSVSD began collaboration with Alliance for a Healthier Generation to support schools in continuing to support student wellness and work toward national recognition through the Healthy Schools Program. A designated Relationship Manager from the Alliance will support the district and school sites for the next 4 years at no cost. The Relationship Manager will provide physical activity and nutrition resources, facilitation of action planning, opportunities for financial support, and overall on-site support as the schools implement their action plans and apply for recognition.</p> <ul style="list-style-type: none"> ○ Avondale Elementary and La Presa Middle School participated in a webinar provided by the Alliance National Network Manager and are completing their online inventories/assessments to start addressing gaps in school wellness beginning in Fall 2010.
<p>4. The number of preschool/childcare sites, schools and after school programs with adopted wellness policies that meet state guidelines 4a. Identify preschool/childcare sites, schools (e.g., private schools) and after school programs that do not have a current wellness policy. 4b. Work with school principals and program administrators at preschool/childcare sites, school and after school programs to draft and adopt wellness policies.</p>	 <p>✓ Working with support from the County Childhood Obesity Initiative, City of La Mesa applied for, but was not awarded, a County of San Diego Community Enhancement Program grant to allow Live Well to work with 20 licensed childcare/preschool sites in La Mesa and Spring Valley to adopt and implement model wellness policies.</p>
<p>5. The number of preschool/childcare, school, and after school sites that implement and monitor wellness policies that meet state guidelines 5a. Identify tools to assess school environments and document the implementation of wellness policy provisions. 5b. Work with school principals and program administrators at preschool/childcare sites, school and after school programs to offer support for</p>	 <p>✓ Work on this measure is contingent upon finding funding or a partner to help support child care providers in adopting and implementing wellness policies.</p>


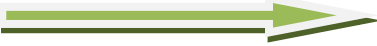

<p>wellness policy implementation and monitoring.</p>	
<p>6. The number of students who walk or bike to and from school</p> <p>6a. Support the La Mesa-Spring Valley School District’s efforts by serving on advisory school-based safety committees.</p> <p>6b. Encourage and provide incentives for students and parents to walk or bike to school.</p> <p>6c. Support the completion of infrastructure upgrades that improve pedestrian and bicyclist safety to and from school.</p>	 <ul style="list-style-type: none"> ✓ Just as planning for the Live Well initiative was getting underway, the City of La Mesa received a grant from the Federal Safe Routes to School Program in the amount of \$453,090. The program benefits from the involvement of partner WALKSanDiego and is promoting safe walking and biking around 8 schools in La Mesa. ✓ Live Well co-authored a successful Safe Routes to School Mini-Grant application for Bancroft Community School (Spring Valley) to implement a student-led safe walking to school project that included providing pedometers for all students. ✓ Live Well assisted in the Spring Valley Revitalization Roads and Infrastructure Sub-Committee to prioritize potential projects for County Area infrastructure enhancements to improve walk and bikeability. ✓ 987 students and 71 parent volunteers participated in International Walk to School Day as part of “La Mesa Kids Walk & Roll to School” encouragement activities at seven (7) La Mesa schools. Pedestrian and Bicycle Safety themed messages were broadcast through school public address system and reverse calls home to parents throughout the week reaching approximately 5000 students. ✓ “La Mesa Kids Walk & Roll to School” Logo contest held for 3rd through 5th graders reaching approximately 1200 students. 250 logo entries were submitted.
<p>7. The number of students, school staff, and parents who receive pedestrian and bike safety education</p> <p>7a. Support WALKSanDiego in providing presentations, school assemblies, skill-based learning, and bike rodeos that address pedestrian and bike safety knowledge.</p>	 <ul style="list-style-type: none"> ✓ LMSVSD staff at the 8 schools currently participating in the La Mesa Kids Walk and Roll to School program received pedestrian and bike safety education provided by WALKSanDiego staff, who are partners in the program. Students and parents are receiving additional education at those school sites as well as Bancroft Community School.

<p>7b. Partner with WALKSanDiego to conduct assessments of school site environments to identify areas of need and to move toward best practices.</p>	<ul style="list-style-type: none"> ✓ Participatory assessments and mapping of school site environments has already been conducted at the four first wave school sites in the La Mesa Kids Walk and Roll to School program, and will be completed at all 8 sites as a component of the Safe Routes to School grant. More than 100 parents participated in Wave 1 school assessments. ✓ Bike Rodeos and bicycle safety assemblies held for 4th and 5th graders at six La Mesa schools and Safety Patrol training for staff at one La Mesa Middle School.
<p>8. The amount of funding obtained to complete pedestrian and bicycle infrastructure and/or education programs</p> <p>8a. Collect information on populations of high need and identify funding opportunities appropriate for addressing needs.</p>	 <ul style="list-style-type: none"> ✓ The City of La Mesa received three separate grants from the Safe Routes to School Program during the period 2008-2010. <ul style="list-style-type: none"> ○ A grant of \$453,090 over four years supports the La Mesa Kids Walk and Roll to School Program which is active in 6 La Mesa elementary schools and 2 La Mesa middle schools. ○ A grant of \$522,300 supports construction of new sidewalk on Glen Street to improve walking safety and convenience for families of Lemon Avenue Elementary School. ○ A grant of \$162,440 was secured to add sidewalks to Junior High Drive across from La Mesa Middle School. Input from stakeholders at previously held Walkability Workshop was included to help leverage this funding. ✓ Based on discussion in the Live Well Schools Tactical Team concerning unsafe walking routes, Bancroft Community School was given highest priority among Spring Valley schools. Live Well and the County of San Diego HHSA – East Region assisted the school to secure a \$1,000 mini-grant for encouraging students who to safely walk and/or bike to school.

3 Public Health, Health Care, and Fitness


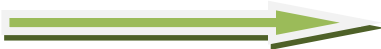
Strategic Goal: Collaborate with health and fitness professionals to increase promotion of healthy behaviors in professional settings and advocate for healthier community environments




<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<p>1. The number of medical providers implementing new tools and/or strategies for BMI tracking, obesity prevention counseling, and/or referrals for healthy eating and/or physical activity</p> <p>1a. Partner with San Diego County Childhood Obesity Initiative’s Healthcare Domain to provide physician led training on how to discuss obesity prevention with their patients.</p> <p>1b. Partner with 2-1-1 staff to provide trainings to health professionals on how to utilize the system to provide referrals to wellness patient counseling, healthy eating programs, and/or physical activity programs.</p> <p>1c. Partner with the San Diego County Childhood Obesity Initiative to establish BMI tracking protocols utilizing the Immunization Registry.</p> <p>1d. Promote the use and refinement of standardized tools, strategies, and resources through the Live Well Health Professionals Collaborative.</p>	 <ul style="list-style-type: none"> ✓ Rady Children’s Hospital and 2-1-1 staff provided trainings to health professionals on the new “Green Apple” application within the 2-1-1 system to aid in discussing obesity prevention with their patients. The “Green Apple” application including resources for physical activity, nutrition, healthy weight, and diabetes by zip code. Participants received prescription pads referring patients to the 2-1-1 online or phone system to locate resources. Trainings for health professionals serving La Mesa and Spring Valley included: Sharp Healthcare Physicians – Pediatrics; Grossmont Hospital Pediatrics; County of San Diego Public Health Nurses - East Region; School Nurses – LMSVSD; SRS Grossmont Medical Plaza – Obstetrics; Grossmont Pregnancy Services – Obstetrics; Dr. Frank Goicoechea – Obstetrics. ✓ In partnership with the County of San Diego Immunization Registry, Altarum Institute, and Dr. Phil Nader (UCSD), The San Diego County Childhood Obesity Initiative (SDCOI) developed a BMI tracking system and protocols allowing clinical sites entering immunization data to also submit height, weight and residence zip code to calculate and track patient BMI. Live Well is working with Dr. Phil Nader to identify champion physicians in La Mesa and Spring Valley to begin implementing this registry within their office, hospital, and/or medical group. ✓ The Live Well Public Health/Health Care Tactical Team invites Live Well-identified health and fitness professionals to the San Diego County Childhood Obesity Initiative’s Healthcare Domain meetings and electronic list serve. Health professionals will receive tools, strategies, and resources for BMI tracking, obesity prevention, counseling, and referrals for healthy eating and/or physical activity





<p>2. The number of health care and/or fitness facilities that adopt wellness policies</p> <p>2a. Work with administrators of health care and/or fitness facilities (i.e., community clinics, hospitals, and medical offices) to draft and adopt wellness policies that create healthier environments for staff and patients.</p> <p>2b. Work with health care and fitness facilities to support active transportation to their facilities within their policies.</p>	 <p>✓ To date, no health care or fitness facilities have adopted new wellness-focused policies.</p>
<p>3. The number of health and fitness professionals participating in the Live Well Health Professionals Partnership</p> <p>3a. Establish a Live Well Health Professionals Partnership, and encourage participation among health professionals from multiple disciplines (i.e., physicians, public health experts, physical therapists, nurses, physicians’ assistants, etc.).</p> <p>3b. Support regular communication through periodic meetings and electronic list-serves to identify and share information about best practices for obesity prevention.</p>	 <p>✓ Live Well-identified health and fitness professionals have been invited to participate in San Diego County Childhood Obesity Initiative’s Healthcare Domain through meetings and/or the email list.</p> <p>✓ Live Well formalized Community Partnerships with:</p> <ul style="list-style-type: none"> ○ Alvarado Hospital ○ 24 Hour Fitness (La Mesa)
<p>4. The number of health professionals providing information and/or advocacy to support policies that promote wellness</p> <p>4a. Provide information to members of the Live Well Health Professionals Collaborative about community issues and opportunities to support policy development and action.</p>	 <p>✓ See #3 above</p>

4 Community Engagement

Strategic Goal: Build on local collaboration to develop a community-wide approach, including a Community Ambassador Program, as well as faith and business sectors, which will promote and sustain the Live Well Initiative in La Mesa and Spring Valley

<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<p>1. The number of residents (i.e., youth, adults, and older adults) who serve as grassroots leaders through the Live Well Community Ambassador Program</p> <p>1a. Identify 5-10 residents representative of the populations in both La Mesa and Spring Valley, to serve as Live Well Ambassadors.</p> <p>1b. Provide training for Live Well Ambassadors on multiple topics effecting wellness (i.e., built environment, community organizing, local decision making, public safety/CPTED, etc.).</p> <p>1c. Support youth leadership in the initiative, including working with partners who will initiate projects following the CX3 model.</p>	 <p>✓ Grassroots leadership has been enhanced through the Live Well initiative:</p> <ul style="list-style-type: none"> ○ 10 adult residents have become involved as Live Well Community Ambassadors ○ 20 youth (ages 12-17 yrs) have become Live Well Community Ambassadors through the Communities of Excellence (CX3) projects ○ 20 youth (ages 12-21 years) participated in a youth leadership group that worked on Collier Park redevelopment, in partnership with Healthy Adventures Foundation and Journeys Church ○ Four youth leadership groups, totally 40 youth ages 10-14 years, from the Spring Valley Teen Center, worked on community health assessments, park improvements, and access to healthy nutrition, physical activity and community gardens ○ 5 parent/teacher champions from La Mesa and Spring Valley are active within the Safe Routes to School/La Mesa Kids Walk and Roll to School Program ○ Youth Commission provides ongoing nutrition and physical activity classes to students at La Mesa Dale. ○ Community Ambassadors plan to create a Steering Committee to guide future efforts.
<p>2. The number of tasks (i.e., conducting outreach, assessments of community needs, and contributions to community events) completed by the Live Well Ambassadors</p> <p>2a. Coordinate and support Live Well Ambassadors' activities, including community assessment, outreach, and involvement in events.</p>	 <p>✓ Live Well Ambassadors participated in “Kids Care Fest” and “It’s How We Live” events in 2009 by leading physical activities and discussing Live Well with the over 1,000 participants who visited the booth. The Ambassadors contributed to the “Take a Walk with Your Community!” events held in La Mesa and Spring Valley to increase the awareness of the Live Well Initiative, while getting residents to come out and walk within their communities. Ambassadors made 25 outreach presentations, provided pledge cards to 17 other</p>



	<p>organizations (118 pledge cards were returned and 267 individuals pledged to walk 30 minutes on Saturday, January 30, 2010). Ambassadors are assisting Live Well and the La Mesa Sports Leagues in implementing their healthy concession stand policy by recruiting 3 leagues to pilot the changes.</p> <ul style="list-style-type: none"> ✓ CX3 Youth Advocates conducted park assessments and user surveys at two La Mesa Parks – Collier and Vista La Mesa.
<p>3. The number of community residents (i.e., youth, adults, and older adults) who attend education sessions that increase their knowledge of and skills in practicing healthy lifestyles</p> <p>3a. Work with churches, schools, and other organizations to identify audiences (i.e., youth, adults, and older adults) and venues for wellness education sessions.</p> <p>3b. Identify Live Well partners who have the capacity to educate and provide resources on topics of interest to the community.</p>	 <ul style="list-style-type: none"> ✓ Community partners assisted Live Well in providing numerous educational events for residents and partners. 24 Hour Fitness hosted a “Senior Summer Fitness” event at their facility that was attended by 20 community residents. Alvarado Hospital offers regular opportunities for residents to get active and obtain health information during “Walk with a Doctor” lunchtime events and other talks. WALKSanDiego has provided education on walkability issues for various audiences. Live Well also hosted the “Take a Walk with Your Community!” events that included an education component as well as physical activity.
<p>4. The number of faith organizations and community partners participating in the Live Well Faith Network</p> <p>4a. Work with I CAN SAN DIEGO/San Diego County Childhood Obesity Initiative (COI) to form a Live Well Faith Network, and recruit community faith representatives interested in sharing resources and piloting strategies developed by Live Well and COI.</p> <p>4b. Use the internet and other strategies to maintain contact and make other resources available to the individuals within the Live Well Faith Collaborative.</p>	 <ul style="list-style-type: none"> ✓ Live Well coordinated efforts with the faith-based organizing efforts of the Childhood Obesity Initiative, and Live Well has developed a network of supportive contacts within local faith communities, but significant progress has not been made in this area to date.
<p>5. The number of faith organizations that adopt wellness policies covering some or all activities (i.e., services, day care, youth programs)</p> <p>5a. Work with faith leaders or committees to draft and adopt wellness policies that create healthier environments for staff and members.</p>	 <ul style="list-style-type: none"> ✓ Live Well has not formally approached faith organizations to adopt wellness policies for some or all of their activities, but preliminary discussions have taken place and opportunities exist to accomplish progress on this success measure. ✓ Healthy Adventures Foundation, through the youth advocacy groups and collaboratives, worked with 2 faith-based organizations, New Seasons Church in Spring Valley and Journeys Church in La Mesa, to work on strategies to encourage healthy lifestyles.



<p>6. The number of wellness focused events and/or classes hosted by faith groups</p> <p>6a. Work with the Live Well Faith Collaborative to assist faith groups in hosting events and/or classes.</p> <p>6b. Connect faith groups to speakers with expert knowledge in healthy lifestyles topic</p>	 <ul style="list-style-type: none"> ✓ The faith organizations in La Mesa and Spring Valley have been identified to host wellness focused events and/or classes, but no classes or events have been scheduled at this point in time. ✓ Healthy Adventures Foundation has provided healthy lifestyle experts to New Seasons church, Spring Valley, on the topics of healthy nutrition, exercise, disease management, and stress management. In addition, they are in early discussions about putting in a community garden.
<p>7. The number of business partnerships that result in sponsorship, endorsement, and/or implementation of Live Well activities</p> <p>7a. Conduct outreach through the Chamber of Commerce and individual meetings with owners and/or managers of businesses to enlist their support of Live Well.</p> <p>7b. Utilize the Live Well logo and branding to recognize and encourage participation among local businesses.</p>	 <ul style="list-style-type: none"> ✓ The number of Live Well Community Partners (i.e., residents, businesses, non-profits, governmental organization, or school-affiliated organization) grew from 68 in August 2009 to over 400 as of June 2010 ✓ Each Live Well Community Partner who returns a Live Well Community Partnership Form or signs a formal partnership agreement receives at least 6 Community Partner Signs identifying the organization as a Live Well Community Partner. As of October 2010, 32 Live Well Community Partner Signs have been distributed
<p>8. The number of businesses that implement employee wellness programs and/or activities</p> <p>8a. Work with business owners and/or managers to design and implement employee wellness programs and/or activities.</p>	 <ul style="list-style-type: none"> ✓ Live Well has conducted outreach to prospective business partners, and Alvarado Hospital has implemented wellness activities for employees,
<p>9. The number of businesses that sponsor and/or promote Live Well activities in the community</p> <p>9a. Identify opportunities for sponsorship and/or promotion of Live Well activities.</p> <p>9b. Work with business owners and/or managers to design and implement employee wellness programs and/or activities.</p>	 <ul style="list-style-type: none"> ✓ 18 local businesses and organizations and 2 media partners have sponsored or supported Live Well community activities: <ul style="list-style-type: none"> ○ Albertson's ○ Alvarado Hospital ○ Henry's ○ Vons ○ Channel 10 News ○ Azteca America San Diego 15 ○ De La Rosa & Co. Investment Bankers ○ San Diego Padres Foundation ○ The Network for a Healthy California ○ Mt. Helix Council PTA



	<ul style="list-style-type: none"> ○ 24 Hour Fitness ○ Silver Sneakers ○ Humana ○ First Health ○ Healthy Adventures Foundation ○ RhythmWorx ○ EDCO ○ AT&T ○ Baskin Robbins ○ Ray and Joan Kroc Center
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5 Initiative, Promotion, Tracking, and Evaluation

Strategic Goal: *Employ initiative-level strategies that maximize efficiencies of current resources for Live Well, while minimizing the impact on local resources*

<i>Key Success Measures</i>	<i>Accomplishments</i>
<p>1. The number of new data sets created to help assess community needs and/or initiative outcomes 1a. Identify tools and standards useful in organizing local data collection activities.</p>	 <p>✓ Live Well consultant has participated in Evaluation Committee of the County Childhood Obesity Initiative to track progress on the evaluation of that larger effort and the ARRA-funded Communities Putting Prevention to Work project in the County. Live Well has also assisted COI and Dr. Phil Nader in advocating for the development of BMI tracking systems to provide better data on childhood obesity prevalence</p>
<p>2. The number of data sets showing improvements in trends in wellness outcomes (e.g., healthy eating, physical activity, and/or obesity) 2a. Draw on best available data sources to assess trends in community wellness outcomes (e.g., healthy eating, physical activity, and/or obesity).</p>	 <p>✓ Trend data will have to be followed for several years to determine if progress is being made. Available datasets that can be analyzed to track wellness trends, and for which baseline statistics have already been collected, include:</p> <ul style="list-style-type: none"> ○ California Fitness Gram – Healthy Fitness Zone, Height and Weight data ○ UCLA California Health Interview Survey (CHIS) ○ Baseline data has been gathered and compiled through Safe Routes to School Parent Surveys and Student Tallies of travel behavior in eight La Mesa schools. Surveys and Tallies will be

<p>3. The number of community facilities displaying the Live Well logo to represent their involvement in the initiative</p> <p>3a. Use brand, logo, and regular communication to increase visibility and awareness of Live Well, as well as to encourage and recognize participation in the initiative.</p>	<p>implemented again at end of four-year program to determine effectiveness of program.</p>  <ul style="list-style-type: none"> ✓ 32 organizations are identified as Live Well Community Partners (not including the 21 individual LMSVSD schools) and were mailed window signs for display
<p>4. The number of media stories (e.g., print, television, and/or radio) or articles about Live Well</p> <p>4a. Cultivate relationships with local news media and broadcasters to make them aware of Live Well and potential angles from which they might report on the initiative.</p> <p>4b. Produce periodic news releases regarding Live Well activities and accomplishments and provide support to media partners interested in using that information.</p>	 <ul style="list-style-type: none"> ✓ Media coverage of Live Well includes: <ul style="list-style-type: none"> ○ <i>Western City: Monthly Magazine of the League of California Cities: “La Mesa Tackles Fitness with “Ready, Set, Live Well” Program and;</i> ○ <i>Safe Routes to School article about La Mesa’s work in this area.</i> ○ <i>National League of Cities/American Association of School Administrator: “Community Wellness: Comprehensive City-School Strategies to Reduce Childhood Obesity”.</i> ○ <i>California School Boards Association: “Building Healthy Communities”</i> ○ <i>Public Health Law and Policy: “Opening School Grounds Through Joint Use”</i> ○ <i>Robert Wood Johnson Foundation Weekly Policy/Resources Electronic list-serve: Live Well highlighted as one of 6 city-school partnerships focused on local wellness policy projects</i> ○ <i>San Diego Union-Tribune: “Our East County” section under the “Weekend Best Bets”</i> ○ <i>La Mesa Today: “La Mesa Events” section announced the Live Well Kick Off Event</i> ○ <i>Union Tribune article regarding La Mesa’s Playful City Designation and Live Well Initiative</i> ✓ News releases were generated for the “Take a Walk with Your Community” events in January 2010 and the “Eat, Walk, and Be Healthy” Health Fair at Spring Valley Elementary in May 2010, Senior Event at 24 Hour Fitness and RhythmWorx Drum Circle class. ✓ Web presence created on the City of La Mesa website. Live Well newsletter created and circulated to partners. ✓ Live Well “story” presented to audiences at 8 national, state and local conferences. ✓ Presentation made to 50 school wellness coordinators/administrators at SD County Office of Education on “La Mesa Kids Walk & Roll to School”

<p>5. The number of grants secured and total amount of funding obtained through external sources to implement the Live Well Strategic Plan</p> <p>5a. Identify appropriate funding opportunities that align with Live Well goals.</p> <p>5b. Form partnerships and prepare proposals to respond to funding opportunities.</p> <p>5c. Maintain relationships with existing and prospective funders.</p>	 <ul style="list-style-type: none"> ✓ Initial \$177,631 grant from The California Endowment (TCE) was extended through 2010 and was able to support initial implementation activities as well as strategic planning. ✓ Grants received: <ul style="list-style-type: none"> ○ <u>Kaiser Permanente - \$60,000</u> for the Community Ambassador Program and to add the Health, Wellness, and Sustainability element to the City of La Mesa’s General Plan ○ <u>AT&T - \$11,274</u> to complete a CX3 youth engagement project focused on Vista La Mesa Park ○ <u>Safe Routes to School Mini-Grant application - \$1,000</u> for Bancroft Community School ✓ Donations received: <ul style="list-style-type: none"> ○ <u>De La Rosa & Co. Investment Bankers - \$1,000</u> to supply Live Well with 2,000 silicon wristbands ○ <u>AT&T - \$600</u> to fund T-shirts for International Walk to School Day ○ <u>EDCO - \$1200</u> to fund T-Shirts for International Walk to School Day ✓ Unsuccessful grant applications: <ul style="list-style-type: none"> ○ <u>Robert Wood Johnson Foundation Healthy Kids/Healthy Communities Program - \$360,000</u> ○ <u>County of San Diego Community Enhancement Program - \$23,500</u> to support promotion of wellness policies in child care facilities and the La Mesa Environmental Festival ○ <u>Bank of America Neighborhood Builders Initiative - \$200,000</u> ○ <u>Sara Lee Foundation - \$50,000</u> to support Healthy Kids Choice in working with La Mesa and Spring Valley restaurants to offer healthier options for kids ○ <u>National Recreation and Parks Association ACHIEVE Program - \$ 10,000</u> to brand Live Well ○ <u>Safe Routes to School Mini-Grant application - \$1,000</u> to support in-school Logo Contest.
<p>6. The satisfaction level among local decision-making bodies regarding effectiveness and accountability of the initiative</p> <p>6a. Provide annual Live Well Report Card with measurable outcomes.</p> <p>6b. Conduct annual surveys of members of the decision-making bodies to assess satisfaction level with the initiative.</p>	 <ul style="list-style-type: none"> ✓ Live Well Report Card drafted and circulated in December 2010. ✓ Community Ambassadors surveyed and determined to create a Steering Committee for sustainability of Ambassador program.