

2010- 2012

**HEALTHY COMMUNITIES SOUTH REGION
COALITION CHARTER AND TWO-YEAR ROADMAP**



Improving community wellness and reducing health disparities through the promotion of safe, healthy, and equitable policies, physical environments, and systems-change.

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Mission

To improve community wellness and reduce health disparities among the children and families of south region San Diego. As a coalition of public health agencies, local governments, school districts, health care organizations and professionals, and community-based organizations, we promote policies, physical environments, and systems-changes that create safe, healthy, and equitable communities.

History

We are the second generation of the Chula Vista Healthy Eating, Active Communities (HEAC) Coalition - a five-year project funded by The California Endowment. HEAC sought to reduce childhood obesity in western Chula Vista by successfully advocating for policies and physical improvements that increased access to healthy foods, active transportation, and physical activity in Chula Vista's schools and community environments.

Guiding Principles

- We define community wellness comprehensively to include direct health outcomes such as obesity, chronic disease, violence and injuries, and mental health in addition to the underlying social and ecological factors that affect health, including income, education, social networks, racism, and the built environment.
- As such, our work is based on a socio-ecological model that recognizes that the social and physical environments in which people live, work and play affect their health and health behavior as much as genetics and individual factors.
- Policies and physical improvements to neighborhoods are most effective and embraced by the community when they are relevant and reflect the every-day needs and priorities of residents. We will strive to help residents understand how policy and environmental changes relate to their health concerns and priorities.
- Health and social disparities can be created by institutional systems, policies, and priorities. While disadvantaged communities often shoulder the greatest burden from these inequities, they can also negatively impact the health and wellbeing of all south region neighborhoods, regardless of individual or community-level socioeconomic status.
- We are stronger when we work together and build each other's capacity to advance our mission. We will work to create a cooperative environment within the coalition that includes seeking joint funding and collaborating to sustain the work of coalition organizations.



Coalition Structure, Roles & Responsibilities

Founding coalition members include: Institute for Public Strategies (IPS), Chula Vista Elementary School District (CVESD), Chula Vista Community Collaborative (CVCC), Health and Human Services Agency South Region (HHSR), Community Health Improvement Partners (CHIP), Area Health Education Center (AHEC), Sweetwater Union High School District (SUHSD), WalkSanDiego (WSD), and the City of Chula Vista.

The coalition consists of three committees with the following responsibilities and membership:

Leadership Committee. Provides overall coordination and leadership for the coalition and oversees implementation of Goals 1 & 5 (related to sustainability and communications). Responsibility for the committee is shared jointly by HHSR, IPS, CVESD, and CVCC. CHIP serves in an advisory capacity to the Leadership Committee.

School Policy and Environment Committee. Oversees and coordinates implementation of the coalition's school-related goals and objectives (Goal 3). A committee chair and co-chair will be selected annually.

Neighborhood Policy and Environment Committee. Oversees and coordinates implementation of the coalition's goals and objectives related to resident leadership and neighborhood policies and environments (Goals 2 & 4). A committee chair and co-chair will be selected annually.

The appendix provides more detailed descriptions of roles and responsibilities. The Leadership Committee and members will review the coalition structure, roles and responsibilities after six months, and periodically thereafter, to identify needed modifications.

Two-Year Goals

- Goal 1: Increase sustainability and capacity of the coalition to achieve its mission.
- Goal 2: Build active leadership among residents and decision-makers for policy and environmental change in neighborhoods.
- Goal 3: Expand implementation of school policies and programs that increase access to healthy foods and physical activity.
- Goal 4: Promote policies and practices in south region cities that create safe, healthy, and equitable neighborhood environments.
- Goal 5: Communicate and build support for the coalition's mission and policy/environmental approaches to health, safety, and equity.

Objectives and Action Steps

Goal 1: Increase sustainability and capacity of the coalition to achieve its mission.

Objective 1.1: *Build the capacity of the coalition to effectively promote policy/environmental strategies.*

Action Steps:

- Based on completed assessment of coalition’s strengths and gaps, identify training and capacity building needs.
- Seek opportunities to obtain training/capacity building via local and state initiatives, etc.
 - Participate in Communities Putting Prevention to Work (CPPW) /Resident Leadership Academy (RLA) curriculum development and explore potential adaptability and use of curriculum for coalition member capacity building.
- Identify and outreach to strategic partners needed to accomplish coalition goals and that fill gaps in coalition’s expertise or sphere of influence.

Objective 1.2: *Increase coalition/member funding*

Action Steps:

- Leadership Committee will take the lead in developing a sustainability/funding plan that: includes strategies for both for grants and institutionalization; outlines grant proposal concepts; specifies potential funders for various coalition goals/activities; and identifies what the coalition needs to do to be “grant ready”.
- Apply for one or more joint grants identified by sustainability plan.
- Recommend that TCE extend funding over the next year to hire a grant writer.

Objective 1.3: *Institutionalize policy/environmental approaches to health into member organizations’ priorities and systems, as appropriate.*



Action Steps:

- Conduct self-assessment of areas where each member organization could integrate policy/environmental approaches to health into their own systems and priorities.
- Compile/share sample policies or systems changes that members can adapt and promote within their own organizations.

Objective 1.4: *Establish a system for collecting baseline data.*

Action Steps:

- Identify, gather and share existing data held by coalition members and collate into a format that's useful for the coalition (e.g., for grants, evaluation, and communications).
- Assess the data gaps and identify what's needed for a more comprehensive baseline data system.
- Partner with HHSA Community Statistics Unit to create a workshop for community partners to increase capacity to obtain neighborhood level data on health and wellness indicators.

Goal 2: Build active leadership among residents and decision-makers for policy and environmental change in neighborhoods.

Objective 2.1: *Build capacity of residents (youth, promotores, retirees, health professionals, etc.) to advocate for policy and environmental change.*

Action Steps:

- Incorporate policy advocacy and environmental change training into promotora academy curriculum.
- Identify residents who would like to participate in academy.
- Develop relationship and network with city elected officials and staff.
- Develop relationship with organization awarded the CPPW Resident Leadership Academy subcontract from CHIP.

Objective 2.2: *Build community leadership so as to inform local elected officials and high-level government staff.*

Action Steps:

- Develop capacity of residents (see Objective 2.1).
- Establish and develop relationships with local elected officials, government staff, and other department staff.

- Invite local elected officials and city staff from different departments to attend quarterly promoters' and residents' forums.
- Brainstorm issues and solutions to bring forth to the city.

Goal 3: Expand implementation of school policies and programs that increase access to healthy foods and physical activity.

Objective 3.1: *Build leadership among school executives and leadership for healthy school environments and policies.*

Action Steps:

- Communicate and promote wellness policy information to School Board, District Administration, school staff, parents and other community members.
- Promote involvement of parents and teachers and non-traditional community partners on District level and/or School Wellness Committees.

Objective 3.2: *Expand and improve school meal programs.*

Action Steps:

- Work with the schools to provide more fruits and veggies during the school day and recruit adults/volunteers to assist students during breakfast/lunch to select and eat more fruits and veggies.
- Expand implementation of school policies and programs that increase access to healthy foods and physical activity.



Objective 3.3: *Implement school wellness policies.*

Action Steps:

- Work with staff and parents regarding offering healthier food and snack options to eat/or drink at school or at home.
- Present and disseminate wellness information through the use of brochures, websites, and/or notebooks to Board of Education, school principals, district administration, wellness committee, Parent Teacher Associations and other contributing organizations.
- Support the development and participation in district and individual school wellness committees.



Objective 3.4: *Increase physical activity opportunities before, during and/or afterschool.*

Action Steps:

- Promote community involvement in establishing school gardens.
- Increase opportunities for MVPA before school, during recess and PE, and after school programs.
- Provide and assist schools/staff with PE/PA

materials and training opportunities for increasing MVPA.

- Implement and expand Safe Routes to Schools and programs for other target populations (disabled, blind and senior).

Goal 4: Promote policies and practices in south region cities that create safe, healthy, and equitable neighborhood environments.

Objective 4.1: *Promote adoption of a crime-free multihousing (CFMH) ordinance.*

Objective 4.2: *Promote adoption of a Crime Prevention Through Environmental Design (CPTED) ordinance and design guidelines.*

Objective 4.3: *Implement Chula Vista's community garden policy and expand community garden policies to other cities.*

Objective 4.4: *Implement and expand Safe Routes to Schools and programs for other target populations (disabled, blind and senior).*

Objective 4.5: *Implement and expand Safe Passage programs in schools.*

Action Steps for each of the above objectives:

- Identify and increase community readiness
- Engage strategic partners and key stakeholders
- Develop policy matrix and model policy
- Media advocacy to engage community and promote policies
- Evaluate outcomes, track key indicators

Goal 5: Communicate and build support for the coalition's mission and policy/environmental approaches to health, safety, and equity.

Objective 5.1: *Develop and implement an initial communications strategy that introduces the coalition and builds understanding and support in south region for policy/environmental approaches to health.*

Action Steps:

- Identify the communications issues, goals, target audiences, messages, and mechanisms for reaching target audiences with messages.
- Launch initial communications/marketing steps.

Objective 5.2: *Increase the coalition's presence and connections to countywide and state efforts.*

Action Steps:

- Develop a presence on a networking site to maintain contact and share information internally and externally.
- Ensure good connections and transfer of relevant information between the coalition and several key countywide, state and national efforts (e.g., CPPW, County Obesity Initiative, California and National Convergence, and Let's Move).
- Explore collaborating with state level organizations and local universities to develop a case study of the coalition's transformation process.
- Participate in the California Convergence Communications Task Force to voice local needs and strengthen connections to key statewide partners.

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Photo Credits:

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Appendix: Meeting Schedule, Roles, and Responsibilities

Meeting Schedule

The coalition will meet from 9:00 am to 10:30 am on the second Friday of every other month starting November 13, 2010. Coalition subcommittees will meet from 9:00 am to 10:30 am on the second Friday of every other month starting December 10, 2010. The Leadership Committee and Coalition Advisor will meet monthly after coalition and subcommittee meetings.

Roles and Responsibilities

Leadership Committee

- Facilitate progress and a twice-yearly review of the coalition's charter and roadmap (goals, objectives, and action items). Ensure coalition "stays on mission" and is action oriented.
- Ensure good internal communication, coordination, and sharing of lessons learned among the committees and coalition members.
- Build bridges to external (countywide, state) groups and initiatives. Build coalition's external reputation and bring opportunities and a broader lens to the coalition.
- Keep coalition on the "cutting edge" of new strategies and best practices.
- Seek opportunities to bring in technical assistance and build coalition capacity.
- Drive the issues and be a catalyst for the coalition's policy/environmental goals.
- Cultivate alliances to advance mission, goals, and objectives.
- Identify additional or new funding resources for coalition/members.
- Expand coalition membership.
- Facilitate coalition ownership and leadership roles among members.
- Plan coalition meeting agendas and strategize issues/opportunities to be addressed.
- Oversee implementation of Goals 1 & 5 (related to sustainability and communication).

Coalition Chair (rotates quarterly among Leadership Committee)

- Produce/distribute meeting agenda.
- Handle meeting logistics (meeting space, notification/reminders, etc.).
- Serve as meeting secretary.
- Lead coalition meetings. Ensure productive meetings and broad and active participation.
- Overall coalition communication.

Coalition Member

Assigned representative from member organizations will:

- Participate in coalition meetings on a regular basis (and assign an alternate).
- Participate in coalition subcommittees.
- Play a part in determining the direction of the coalition.
- Demonstrate your organization's support through coalition commitment letter.
- Communicate the work of the coalition and promote its mission when and wherever possible.
- Keep your organization informed on coalition activities and priorities.

- Work with coalition members to develop joint funding opportunities.
- Contribute items and issues of discussion for coalition agenda.
- Help coalition stay on cutting edge – share info on new strategies and best practices.
- Connect and build bridges to broader groups and initiatives.
- Help expand coalition membership and identify potential alliances to advance policy goals.
- Support the mission-related work of coalition members (e.g., policy support letters).
- Record your work related to the coalition (pictures & narrative).

Coalition Advisor

CHIP will serve as the Coalition Advisor for one to two years providing the following:

- Participation in coalition meetings.
- Technical assistance with developing a funding plan.
- Facilitate the Leadership Committee in making connections to external (countywide, state, etc.) organizations, coalitions, and initiatives particularly the County Obesity Initiative and National Convergence.
- Support on Communities Putting Prevention to Work (CPPW) Resident Leadership Academy (RLA) and on policy advocacy/strategies that advance the coalition's policy goals.