



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

REACH  
CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



# Community Health Improvement Partners (CHIP)

CHIP is the established leader in innovative, collaborative solutions to address critical community health issues in the San Diego region.

Vision: a San Diego region where everyone has the opportunity to achieve optimal health and well being.

Mission: to advance long-term solutions to priority health needs through collaboration and community engagement.



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

REACH  
CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



# Community Health Priorities

Reduce and  
Prevent Obesity

Promote Mental  
and Behavioral  
Health

Increase Access  
to Healthcare

Improve the  
Social  
Determinants of  
Health

Prevent  
Violence and  
Injury



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

REACH  
CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



# Racial and Ethnic Approaches to Community Health

**U.S Department of Health and Human Services (HHS) initiative**

**Administered by the Centers for Disease Control and Prevention (CDC)**

**September 2014 – September 2017**

**Target population is Latinos living in the 91911 and 91910 zip codes**



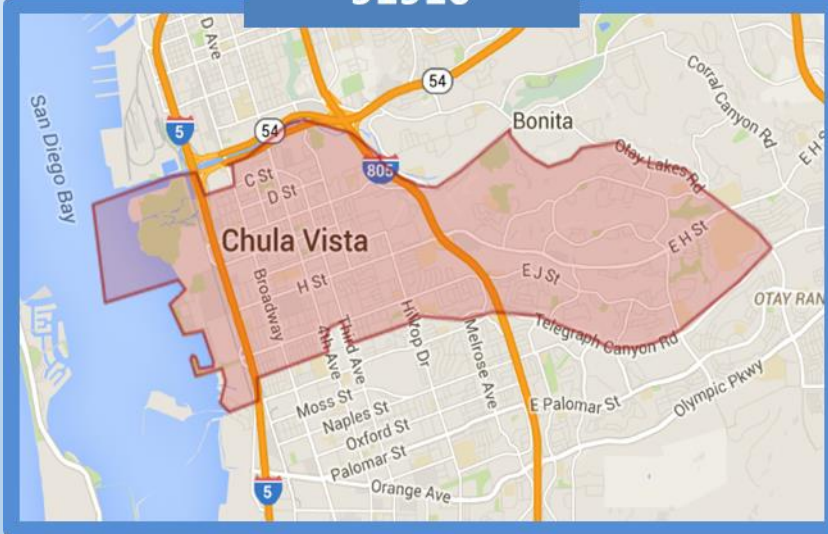
# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE

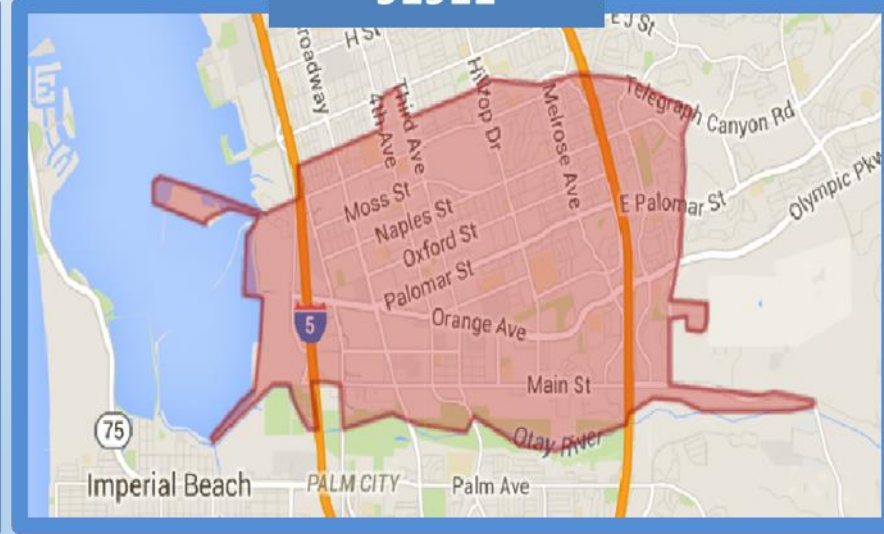
COMMUNITY HEALTH  
IMPROVEMENT PARTNERS



91910



91911





COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



Scripps



UC San Diego  
SCHOOL OF MEDICINE



SAN DIEGO COUNTY  
CHILDHOOD  
OBESITY  
INITIATIVE

Working Together to Shape a Healthy Future  
Facilitated by Community Health Improvement Partners



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



Government



Healthcare



Schools



Early  
Childcare

← Access to Healthy Foods/Beverages and Opportunities for Physical Activity →



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## Domain

- Government



## Strategy

- Access to physical activity
- Access to healthy food
- Program and Policy assistance
- Providing support for updating the Recreation Master Plan

## Partner(s)

- Chula Vista





COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## Domain

- Healthcare



## Strategy

- Improve breastfeeding outcomes
  - Clinician /staff capacity building training
  - Environmental changes
  - Lactation accommodation policy development

## Partner(s)

- San Ysidro Health Center
- Chula Vista Medical Plaza
- Scripps Health
- UC San Diego Center for Community Health



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## Domain

- Schools



## Strategy

- SUHSD
  - Full revision of district wellness policy
- CVESD
  - Wellness policy amendments
- Both
  - Staff training
  - Produce Procurement
  - Farm to School Taskforce

## Partner(s)

- CVESD
- SUHSD



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## Domain

- Early Childcare



## Strategy

- CVESD
  - Wellness policy amendments
- San Diego Family Childcare Association
  - Capacity building trainings

## Partner(s)

- CVESD
- YMCA Childcare Resource Service



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## Domain

- Early Childcare



## Strategy

- Wellness Champion Program
- YMCA CRS Childcare Initiative Project
  - Infant/Toddler nutrition/physical activity training for providers as core element for graduation

## Partner(s)

- YMCA Childcare Resource Service



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

# REACH CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



# 5 2 1 0 Every Day!

HEALTHY HABITS FOR HEALTHY COMMUNITIES

- 5** or more servings of fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary beverages, drink more water

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

# 5 2 1 0 ¡Diario!

HÁBITOS SALUDABLES PARA COMUNIDADES SANAS

- 5** Porciones de frutas y verduras al día.
- 2** Horas o menos de computadora y televisión al día.\*
- 1** Hora o más de actividad física todos los días.
- 0** Bebidas azucaradas, tome más agua.

\*Se debe evitar que los niños menores de dos años vean televisión.



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS

REACH  
CHULA VISTA

A PROJECT OF THE SAN DIEGO COUNTY  
CHILDHOOD OBESITY INITIATIVE



## — GET CONNECTED —

Let's be **friends**, let's **follow** each other, let's **share** resources, let's work together for the benefit of the community at large. Now, **that** deserves a "like".



[facebook.com/chipsandiego](https://facebook.com/chipsandiego)



[@sd\\_chip](https://twitter.com/sd_chip)



Subscribe to our newsletter



Susana Lopez-Adolph  
Program Manager | REACH Chula Vista  
p: 619.756.3991  
sadolph@sdchip.org

---

Dan Fesperman  
Director | REACH Chula Vista  
p: 858-609-7982  
dfesperman@sdchip.org



**Healthy**  
**CHULA VISTA**

**Healthy Choices**

*Where We Live,  
Work & Play*

**Visit our booth at Harborfest!**

Participate in the recreation needs assessment survey for a chance to win prizes!

Stacey Kurz  
Senior Project Coordinator - Healthy Chula Vista  
p: 619.585.5609  
skurz@chulavistaca.gov