

EAST REGION - COMMUNITY LEADERSHIP TEAM

INTRODUCTION

Live Well San Diego Community Leadership Teams connect the collective efforts of community groups in each region across San Diego County. They provide a central point for planning and organizing collaborative action for community change. Working together allows for planning and implementation of innovative and creative projects aimed at achieving the *Live Well San Diego* vision of a region that is Building Better Health, Living Safely and Thriving.

Formed in February 2011, the East Region Community Leadership Team has helped to assess, develop and guide priorities and activities that improve well-being in the region using data-informed strategies. Through an initial Community Health Assessment and the active development of a Community Health Improvement Plan, now Community Enrichment Plan, the East Region Community Leadership Team has evolved to address all aspects of health and well-being.

The East Region Community Leadership Team hosted a series of six *Live Well San Diego* Building Better Health Forums to help residents initiate changes to live healthy, safe, and thriving lives from fall 2010 to spring 2011. The Team focuses on issues surrounding substance abuse prevention, healthy eating, and active living. The Team provides education to the community on healthy food choices and creating smoke-free environments and helps maintain outdoor spaces to encourage residents to live a more active lifestyle. Three work groups drive the activity in each area.



LiveWellSD.org/east

PRIORITY AREAS

BUILDING BETTER HEALTH

- Improve healthy eating and nutrition
- Improve behavioral health
- Improve access to care and prevention

LIVING SAFELY

- Reduce drug and underage alcohol use
- Ensuring local systems are trauma informed

THRIVING

- Improve age-friendly communities
- Improve child, youth and family wellness and resiliency
- Improve high school graduation rates
- Engage residents in improving communities

PARTNERSHIPS

AKA Head Start, American Heart Association*, Cajon Valley Union School District*, City of La Mesa*, City of Santee, Community Action Service Advocacy*, Community Health Improvement Partners*, Dairy Council of California, East County Chamber, East County Homeless Task Force, El Cajon Collaborative, Family Health Centers of San Diego*, Grossmont Healthcare District*, Grossmont Union High School District*, Home Start*, I Love a Clean San Diego*, Institute for Public Strategies*, Kim Center for Social Balance*, Lemon Grove HEAL Zone, McAlister Institute*, Mental Health America, Mountain Health and Community Services*, Naval Base San Diego Fleet and Family Support, Newcomers Support and Development, PATH San Diego*, Rady Children's Hospital San Diego*, San Diego Center for Children's Family Wellness Center*, San Diego Children and Nature*, San Diego Food Bank*, San Diego Youth Services*, San Ysidro Health*, Santee Collaborative*, Southern Caregiver Resource Center*, St. Madeleine Sophie's Center*, University of California San Diego, UCSD Center for Community Health, Vets' Community Connections*, Vista Hill, Vizer, Inc., Volunteers in Medicine*, YALLA*, and YMCA of San Diego County*.

**Live Well San Diego* Recognized Partner

RECOGNIZED PARTNERS

SERVING EAST REGION: 29

- 1 Business & Media
- 13 Community & Faith-Based Organizations
- 4 Cities & Governments
- 11 Schools & Education

EAST REGION PARTNER SUCCESS STORIES

Community partners are committed to advancing the *Live Well San Diego* vision of a region that is Building Better Health, Living Safely and Thriving. Working together under the direction of the Regional Community Leadership Team, individuals and organizations are driving meaningful and sustainable improvement in the lives of San Diego County residents. Several efforts from the 2013-18 Community Health Improvement Plan are highlighted here, with data on progress achieved and the research that explains why these activities contribute to positive community change.

Joint Use Agreements for Greater Access to Recreational Fields

Using parks and recreation services has been shown to have positive physical, social and mental health impacts. Joint-use agreements, formal agreements between two entities for shared use of a property, are a promising strategy for increasing physical activity among adults and children in under-resourced communities. Parks for public use are in relatively short supply and not easily accessible in many areas of East County. This prompted the East Region Community Leadership Team to investigate low-cost ways of offering recreational resources to residents by opening up school fields during non-school hours through joint-use agreements.

Progress Made

- The number of joint use agreements grew from 12 in 2013 to 18 in 2016.
- The County of San Diego Parks and Recreation Department helped to arrange agreements, opening up fields at Monte Vista High School and the Grossmont Union School District.
- Many hours of extra access to recreation are now available to residents—12 hours a day when schools are not in session and on weekends and 30 minutes before and after school.

Preventing Smoking through Policy Change

Preventing youth from smoking, especially with the increasing popularity of e-cigarettes and vaping, is an important priority in East County. Adults in the East Region are more likely to have smoked and to be current smokers than any other region in San Diego County. Tobacco price increases, anti-tobacco mass media campaigns, local tobacco licensing ordinances, and comprehensive smoke-free laws have proven to be effective in reducing illegal sales, limiting access to tobacco products, reducing youth initiation and promoting quitting.

Progress Made

- In 2018, all eight Lemon Grove parks adopted a policy banning the use of alcohol and marijuana.
- The City of Santee adopted a smoke-free trails ordinance and updated its definition of “smoking” and “tobacco” products to include e-cigarettes and vaping in 2018.
- In 2017, the City of El Cajon was the first municipality to adopt an ordinance restricting indoor and outdoor smoking at public places and received the highest score for all municipalities in San Diego County for Smokefree Outdoor Air in the American Lung Association’s 2018 State of Tobacco Control Report Card.
- A total of 150 retail assessments were conducted in 2015-2016 to help improve vape/tobacco sales practices among local businesses. An article was published in the East County Magazine in January 2016, highlighting smoke-free dining places in the East Region.



Joint use agreements open school fields for public use

Key Partners Involved: Grossmont Union High school, Monte Vista High School, County Parks and Recreation Department, Spring Valley Coalition



Smoke-free areas in East County

Key Partners Involved: Cities of East Region: El Cajon, La Mesa, Lemon Grove, Santee; Community, Action, Service & Advocacy; Institute for Public Strategies

Food Resource Guide and Nutrition Education

Healthy eating and good nutrition are associated with a lower risk for chronic diseases, certain cancers and obesity. In 2016, almost one half of East Region residents ate fast food two or more times per week, and more than three out of every four adults were overweight or obese. The East Region Community Leadership Team adopted practical methods to encourage healthy eating, including outreach and education as well as offering free nutrition and cooking classes for residents.

Progress Made

- In 2014, the East County Food Resource Guide was published and disseminated to 97 community partners. Additionally, it is available online and provides information on food assistance programs and food distribution sites.
- Five free nutrition education classes were offered in 2016-2017 to 100 participants at local schools.
- Cooking classes were hosted in conjunction with the YMCA in 2017-2018.
- Two schools implemented healthier options including salads and vegetarian foods, and a faster grab n' go lunch line in 2016-2017 after soliciting input from students and staff.



A food distribution site in East County

Key Partners Involved: Lemon Grove HEAL Zone, El Cajon Collaborative, Home Start, Mountain Health, International Rescue Committee, La Maestra Health Center, Educate to Eliminate, UC San Diego, SAY San Diego, American Red Cross WIC, Meals on Wheels

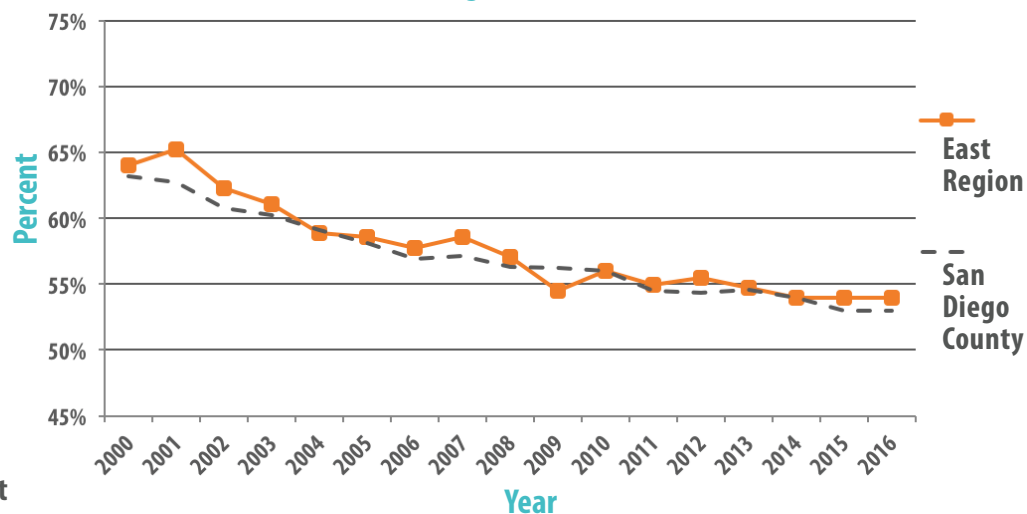
Measuring Progress: 3-4-50

While *Live Well San Diego* has expanded far beyond a chronic disease prevention strategy, 3-4-50 is still an important way the County measures its progress. 3-4-50 refers to three behaviors (poor diet, physical inactivity and tobacco use) contributing to four diseases (cancer, heart disease and stroke, type II diabetes and lung disease) leading to more than 50% of all deaths in San Diego County.

Deaths due to chronic diseases are trending downward, including in East County. The overall County percentage of deaths due to chronic disease has declined from 63% in 2000 to 53% in 2016. In East Region, the percentage dropped from 64% in 2000 to 54% in 2016.

Read the East Region Community Health Improvement Plan online: LiveWellSD.org/east

3-4-50 Death Percentages Among San Diego County Residents
East Region, 2000-2016



MEASURING PROGRESS

Top 10 Live Well San Diego Indicators

The Top 10 *Live Well San Diego* Indicators define what it means to live well in San Diego. Measured across the lifespan among all residents, these Indicators capture the collective impact of programs, services, and interventions using evidence-based practices to create a region where all residents are healthy, safe and thriving. The table below represents the progress being made by all partners across East Region.

Indicator Performance	Trend is moving in the right direction	Trend is moving in the wrong direction
	↑ ↓	↑ ↓

Indicator	Trend	San Diego County	East Region	Alpine	El Cajon	Harbison Crest	Jamul	La Mesa	Laguna -Pine	Lakeside	Lemon Grove	Mountain Empire	Santee	Spring Valley
HEALTH														
Life Expectancy: Average life expectancy for a baby born today (2016)	↑	82.1	79.5	81.2	79.7	79.4	79.1	79.4	U	78.6	78.3	U	80.8	78.3
Quality of Life: Percent (%) of people healthy enough to live independently (2016)	↑	94.8%	93.0%	92.0%	92.5%	94.3%	94.1%	93.7%	94.7%	93.7%	93.3%	86.6%	95.0%	91.7%
KNOWLEDGE														
Education: Percent (%) of students graduating from high school (2016)	↑	85.8%	87.3%	90.9%	83.0%	91.1%	86.5%	91.4%	93.3%	90.9%	80.5%	78.8%	92.8%	86.5%
STANDARD OF LIVING														
Unemployment Rate: Percent (%) unemployed of civilian labor force (CA Employment Development Dept. Fiscal Year 2017-18 Average)	↓	3.6%	U	U	U	U	U	U	U	U	U	U	U	U
Unemployment Rate: Percent (%) unemployed of civilian labor force (ESRI Community Analyst projected calendar year 2018 estimate) *	↓	3.9%	4.8%	3.1%	6.2%	2.3%	3.7%	4.0%	4.1%	4.3%	5.9%	5.5%	3.8%	4.9%
Income: Percent (%) of population spending less than 1/3 of income on housing (2018)	↑	52.9%	53.7%	50.3%	49.8%	61.8%	57.4%	51.9%	65.4%	57.8%	51.3%	53.5%	59.3%	52.9%
COMMUNITY														
Security: Number (#) of total crimes per 100,000 residents (2016)	↓	2,180.4	U	U	U	U	U	U	U	U	U	U	U	U
Physical Environment: Percent (%) of days in month air quality is rated poorly (2017)	↑	17%	U	U	U	U	U	U	U	U	U	U	U	U
Built Environment: Percent (%) of population living within 1/4th of a mile of a park or community space (2018)	↓	61.3%	51.5%	18.6%	54.9%	29.0%	13.7%	74.0%	14.3%	43.4%	67.2%	9.1%	50.4%	52.3%
SOCIAL														
Vulnerable Populations: Percent (%) of people with low income experiencing food insecurity (2017)	↓	38.5%	40.2%	U	U	U	U	U	U	U	U	U	U	U
Community Involvement: Percent (%) of people volunteering (2015)	↑	33.2%	U	U	U	U	U	U	U	U	U	U	U	U

U = Unavailable; This table reflects the most recent data available as of August 20, 2018. *Data source used to report Unemployment Rate at a sub-regional level.

Read the full 2017-2018 Annual Report online: LiveWellSDAnnualReport.org