



Creating Linkages to Promote Healthy Eating and Physical Activity: State and Local Perspectives

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2001 California Childhood Obesity
Conference



Formation of SDNN

- California Nutrition Network local incentive awardees
 - 14 in San Diego, close to \$1 million
- Regional Newsletter
 - Innovative nutrition programs made possible through funding from CNN



Formation of SDNN

- Need to learn about new programs
- Regional Nutrition Network Sharing Forum, Feb 2000
 - All LIA's (local incentive awardees)
 - Other key programs – WIC, County of San Diego, Por la Vida, community clinics, EFNEP, AHA, ACS



Formation of SDNN

- Community Based Social Marketing Plan
 - Series of 5 strategic planning sessions
 - Name
 - Vision, mission, goals
- Positioning workshop with Nuffer Smith Tucker, public relations firm



Vision of SDNN

- The people of San Diego County are physically active, engaging in healthy eating behaviors, and living in communities that support healthy lifestyles



Mission of SDNN

- The mission of this organization is to unite, educate and advocate for healthier food choices and increased physical activity for the people of San Diego County.



Goals of SDNN

1. To unite as leaders coordinating local efforts promoting nutrition and physical activity.
2. To educate the people of San Diego County to choose healthier foods and be more physically active.



Goals of SDNN

3. To conduct and promote research-based nutrition and physical activity campaigns.
4. To advocate for healthier communities in San Diego County through policy and environmental changes that support healthy eating and physical activity.



SDNN Partners

- American Cancer Society
- American Heart Association
- San Diego Union School District
- Cajon Valley School District
- Five a Day Power Play
- Project LEAN
- Little Creek Acres Farm
- Childhood Lead Prevention Program
- Children's Dental Health Initiative
- Encinitas Community Resource Center
- Escondido Family Health Center
- UC Cooperative Extension
- Cuyamaca Community College
- Full Spectrum Nutrition Services
- Graphic Awakening, Inc.
- Healthy Cities Oceanside
- Healthy Cities Escondido
- Healthy Dining
- Indian Health Council, Inc.



SDNN Partners

- Food on the Run
- Kalusugan Community Services
- Logan Heights Family Health Center
- North County Health Services
- Nutrition Network News
- Personal Chefs International
- Pinnfit Wellness Center
- Por la Vida
- Project Dulce
- Revival Time Church
- San Diego County Department of Parks and Recreation
- San Diego Dietetic Association
- San Diego Hunger Coalition
- SDSU
- South Bay Community Services
- Southern Indian Health Council
- Treat Yourself Well
- Wellstart
- WIC
- YMCA



Current SDNN activities

- Monthly meetings
- Established Web site
- Biannual newsletter
- Conducted behavioral survey
- Adopted single behavioral message
 - Promoted by all partners
 - Tailored to own population but supported by county



SURVEY: INITIAL RESULTS FROM GROUPS SERVING LOW INCOME CLIENTS



RESPONDENTS

21 San Diego Nutrition Network member groups surveyed their clientele

12/21 members served groups meeting the 40% low-income criterion

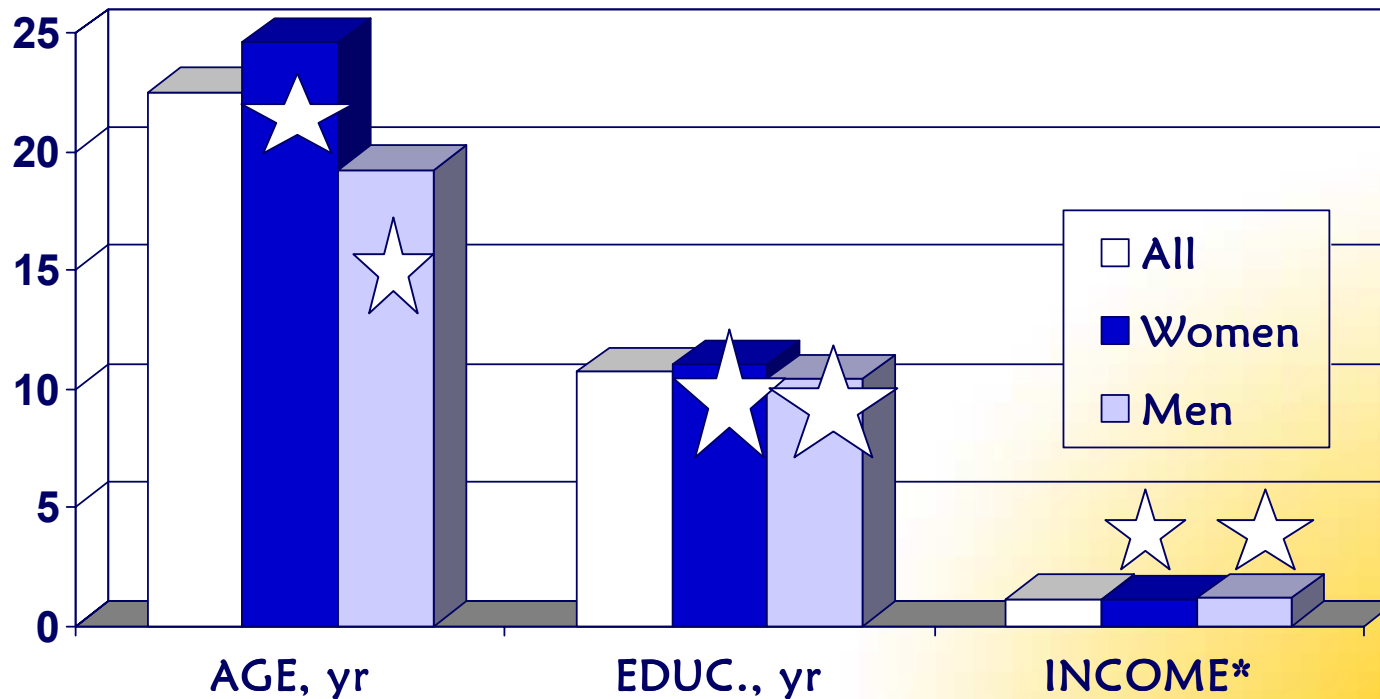
Data are presented from the low-income serving groups

N = 826; 508 women and 318 men



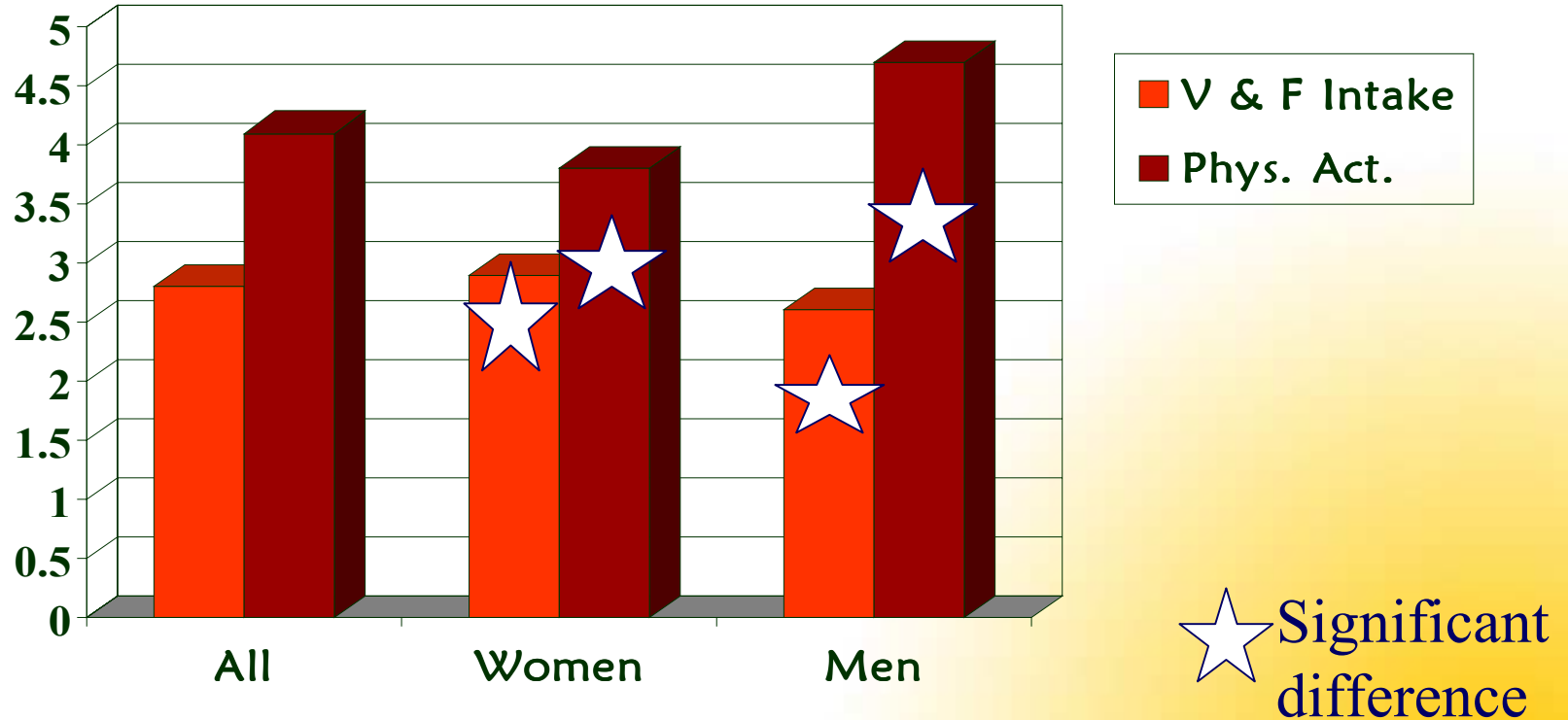
Characteristics of Respondents

★ Significant difference





VEGETABLE/FRUIT INTAKE & PHYSICAL ACTIVITY OF RESPONDENTS





Recent SDNN Activities

- Second Annual Regional Network Sharing Forum
 - Attended by 46 programs including 17 LIA's (\$1.7 million 00-01 Fiscal Year)



What's next for the SDNN?

- Kick-off of SDNN – Public Health Week
- Cosponsoring San Diego Dietetic Association 10K/5K Run, Children's 1 mile/ ½ mile race
- Partner with Get Up, San Diego campaign by SD Department of Health and Human Services
 - Billboards, radio stations, newspaper ads
- 8 local events at local grocery stores
- Media and advocacy training for partners



Get up!
DO it for you!

**Get fruits,
Get veggies,
Get Movin'.**

County of San Diego Health and Human Services Agency



Benefits offered for SDNN partners

- Strength in numbers
- Leverage resources of staff, funds, efforts
- Shared expertise, ideas, materials
- Multiply efforts to change behavior through multiple channel exposure
- Positioned to advocate for change through coordinated efforts



Benefits for SDNN Partners

- Ready to change with the times
- Positioned to take on new messages
- Linkages in the community exist
- Dynamic communication tool exists
- Visit us online at www.sdnnonline.org