



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 2011

Prepared by City of La Mesa Community Services Department



“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

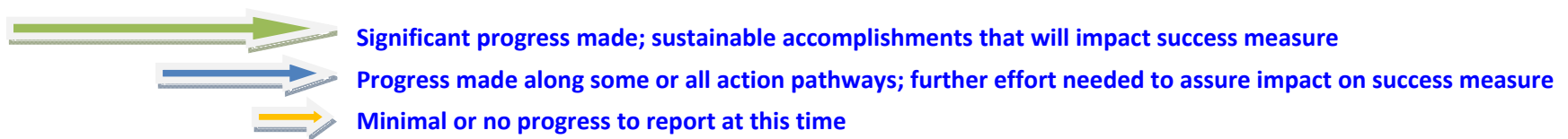
Many organizations and individuals have contributed to the advancement and implementation of the Live Well Strategic Plan, and this Report Card gives us an opportunity to recognize and celebrate the community's achievements during 2011. The progress that is being made now will benefit the health of all residents for generations. This Report Card also serves 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.*

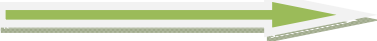
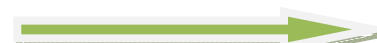
Specific accomplishments are briefly summarized in relation to the individual success measures and the action pathways through which the Live Well Initiative sought to positively impact those measures.

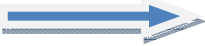
Colored arrows are used to reflect the progress toward each key success measure within each of the five strategic goal areas.

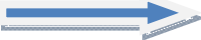




1 Neighborhoods


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

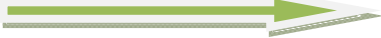
<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<p>1. Addition of a health and sustainability element to the City of La Mesa’s General Plan and delineate steps to implement the County General Plan</p> <p>1a. Assist with the engagement of community residents and subject 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 was selected and the public input process began with a community workshop April 7. An online survey through the City of La Mesa’s website followed the workshop for additional input. A second workshop was held July 30. The draft General Plan slated for release in February 2012 includes this new element. ✓ Spring Valley: Three residents and Live Well volunteers participated in multiple strategic planning sessions hosted by the County Parks and Recreation Department to help establish community priorities and sustainability strategies for retaining and expanding park services, addressing accessibility, open space, and range of physical activity options. ✓ Spring Valley: A Live Well participant represented the County on the Regional Transportation Plan 2050 Stakeholder’s Work Group through this and last year, helping to ensure that the County Health and Human Services Agency’s goals for Building Better Health and the ten-year strategic plan for health and wellness are embedded as priorities. Walkable communities, cycling paths, and access to parks, health care venues, and open space were all included as critical planning elements.
<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"> ✓ La Mesa: The La Mesa Kids Walk and Roll to School Program, funded by a 4-year federal Safe Routes to School (SRTS) grant, supports community engagement by recruiting volunteers (parent champions, middle school students, older adults, and other community members) to further enhance walkability and bikeability around 8 La Mesa schools. Currently some 8 parent champions are engaged in La Mesa Kids Walk and Roll to School. ✓ La Mesa: A Draft Bicycle Master Plan and Alternative Transportation study, funded through SANDAG, has been completed and scheduled for review by the City Council in January 2012. ✓ La Mesa: The City formed a vital collaborative partnership with County’s Aging and Independence Services to recruit, train, and engage older adult (50+) SRTS volunteers to act as the “eyes on the


	<p>street” as elementary and middle school students walk and bike to school.</p> <ul style="list-style-type: none"> ✓ La Mesa: Eight SRTS 5Es workshops provided training to further engage parents, school staff, and community members on the 5Es of SRTS with particular emphasis on Education, Encouragement, and Enforcement. ✓ La Mesa: Five students from The Club (La Mesa Teen Center at Highwood Park) were engaged in a CX3 Project (Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention) with City employees to evaluate walkability and bikeability around seven La Mesa schools. The students created an Infrastructure Improvement Plan that was presented to City Council and will be used to obtain future grants for infrastructure improvements near the schools. Students were educated about barriers to walkability, safe walking principles, and how to advocate for change while being encouraged to walk or bike to school, leading to an increased awareness of health, community, traffic management, and environmental benefits associated with SRTS efforts. ✓ La Mesa: The city received 2 Healthy Works SRTS grants to further engage and encourage students, parents, school staff, and the community regarding SRTS as follows: <ul style="list-style-type: none"> ● A \$47,650 Capacity Planning Grant provided funding for continued SRTS education, encouragement, and engagement for 8 La Mesa schools to increase walkability and bikeability and encourage increased physical activity. ● A \$9,650 SRTS Middle School Initiative Grant provided funding for approx. 30 middle school students to become directly engaged in SRTS efforts in La Mesa by participating in WalkShop sessions. Students were educated about barriers to walkability, safe walking principles, and how to advocate for change while being encouraged to walk or bike to school; leading to an increased awareness of health, community, traffic management, and environmental benefits associated with SRTS efforts. Students presented their developed list of visions for each school neighborhood before the La Mesa City Council. ✓ Spring Valley: Two Live Well participants participated in the October 12 Safe Routes to Schools workshop and reported out to multiple groups on the health impacts of policies and safety issues that discourage walking and biking to school.
<p>3. The amount of funding obtained to complete pedestrian and bicycle infrastructure enhancements 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. The chart is posted on the City’s website for public review. This Master Plan increases opportunities for future funding to improve pedestrian infrastructure.

	<ul style="list-style-type: none"> ✓ The La Mesa Kids Walk and Roll Program has completed community meetings and 5Es workshops at 8 La Mesa schools to identify barriers to walkability. ✓ La Mesa: The City has secured two federally-funded and one state-funded SRTS grants for infrastructure improvements: <ul style="list-style-type: none"> • \$522,300 was awarded for construction of new sidewalks on Glen Street to improve walking safety and convenience for families of Lemon Avenue Elementary School • \$323,400 was awarded for construction of missing sidewalk links on Maryland Avenue and traffic signal and other pedestrian improvements at intersections near La Mesa schools. • \$162,440 was awarded to add sidewalks, crosswalks, curb ramps, and additional signage to Junior High Drive near La Mesa Middle School. ✓ Spring Valley: The Spring Valley Revitalization Committee’s Roads and Infrastructure group worked with County Department of Planning and Land Use (DPLU) to identify and propose a Safe Routes to School project. The proposed school site ultimately was not identified as the top priority proposal and was not submitted. The Committee will continue to work with DPLU to address the need at this and other sites.
<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.
<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: As noted in the 2010 report card, County Parks and Recreation has fully implemented five policies that support this objective. This was also the third year that Halloween and spring “Breakfast with Bunny” events were candy-free.

<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"> ✓ Spring Valley: Collaborative leader and Live Well ambassador are currently working with two restaurant owners who support healthy choice options; one is making presentations to local groups and one is arranging to use herbs from the demonstration garden in his restaurant. ✓ Spring Valley: Collaborative member agencies and Live Well participants are working with local convenience stores who offer Supplemental Nutrition Assistance Program (SNA) benefits to understand the new guidelines and opportunities to increase fresh produce purchases.
<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 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"> ✓ La Mesa: As part of efforts to establish a community garden, the Live Well logo was enhanced to include the words "and grow!" for use with garden-related promotion and activities. A community volunteer committee is being formed to oversee development and operation of the sites. ✓ La Mesa: A potential community garden site reported last year was determined to be unsuitable for a garden due to soil and infrastructure problems as were two additional City sites suggested and researched. The City of La Mesa hired a part-time coordinator for the project and was successful this year in partnering with Helix Charter High School and obtaining a Healthy Works School and Community Gardens grant that provides funding to develop two separate plots at that school site. The School Board ultimately voted not to allow a community garden due to liability concerns. A school garden is planned. ✓ La Mesa: Tentative approval for a community garden has been secured at St. Andrews Church on Glen and La Mesa Blvd. ✓ La Mesa: The City of La Mesa farmer's market has been relocated to a highly visible site adjacent to City Hall that offers more parking as well as more vendor space. The move has resulted in a higher volume of visitors to the weekly market. ✓ La Mesa: The City of La Mesa hosted a free "Summer Fruit Tree Pruning Workshop." ✓ Spring Valley: As of April, Spring Valley Youth and Family Coalition was designated the Regional Garden Education Center (RGEC) for East County. Classes in basic gardening, community garden management, and school gardens began in July. Classes are at capacity with wait lists and multiple sites requesting "garden builds." Additional garden plots are scheduled for construction at the Spring Valley site and will be assigned to interested community members. ✓ Spring Valley: Spring Valley Farmers Market opened March 15. SNAP benefits and EBT purchases

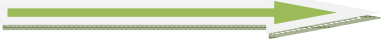
	<p>were implemented and outreach included special events and senior nutrition vouchers.</p> <ul style="list-style-type: none"> ✓ Spring Valley: Live Well ambassador participated in first annual “Going Loco for Local” event at Foothills Methodist Church, highlighting local agriculture and restaurants that feature it.
<p>8. The number of Live Well partners providing or increasing access to low- or no-cost recreation programs</p> <p>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"> ✓ La Mesa: For the fourth year in a row, the City of La Mesa was named a 2011 Playful City USA by KaBoom! The City celebrated it’s Playful City Play Day at the annual Kids Care Fest held September 24 at Briercrest Park. ✓ La Mesa: Live Well partner RhythmWorx continues to provide free monthly Community Drum Circles to residents that began in 2010. Partner 24 Hour Fitness hosted a Live Well Community Fitness event with Elite Personal Trainer Evanis Hart speaking on nutrition, mapping fitness goals, and proper techniques for total body workout. ✓ La Mesa: Live Well partnered with the La Mesa Park and Recreation Foundation’s Expand the Parks Sub-Committee to offer no-cost programming in underserved communities within the parks of La Mesa. The following events were offered during 2011: <i>Fun with Physics</i> at Highwood Park with co-sponsors La Mesa-Spring Valley School District and Boys and Girls Club of East County; <i>Art in the Park- Mask Making</i> with co-sponsor La Mesa Arts Alliance; and <i>Reading in the Park</i>, made possible by a grant from Target, was held in Collier Park in June. A fourth planned <i>Stargazing</i> event partnering with the San Diego Amateur Astronomers Association had to be postponed due to inclement weather and will be rescheduled for 2012. ✓ La Mesa: The City held a groundbreaking ceremony at the La Mesa Adult Enrichment Center (AEC) on June 29 for installation of outdoor fitness equipment to be placed at the site as part of enhancements to Porter Park where the AEC is located. The equipment is funded in part through a grant from Rotary International and is being supplemented from the City’s Park In Lieu funding. ✓ La Mesa: The Annual East County Intergenerational Games event was held October 13 at La Mesa Middle School. This Olympic-themed event pairs active older adults with students in grades 3 through 6 in an effort to encourage lifelong health and fitness. Partners include: the City of La Mesa, La Mesa-Spring Valley School District, County Health and Human Services Agency, Aging and Independence Services, AARP, La Mesa Park and Recreation Foundation, Elks, 24-Hour Fitness, Sprites, and East County Action Network. ✓ Spring Valley: On February 15 two playgrounds and a fitness patch with exercise stations were installed by community volunteers and members of the American Academy of Orthopaedic Surgeons, who donated their time and approximately \$240,000 in playground equipment and materials as part of a KaBoom! Foundation grant.




	<ul style="list-style-type: none"> ✓ Spring Valley: In July, District 2 Supervisor Dianne Jacob partnered with San Diego Youth Services, La Mesa-Spring Valley School District, and the Coalition to fund two sports fields at the Spring Valley site. Local sports leagues helped install the fields and have a cooperative agreement to maintain them.
<p>9. The number of individuals and/or partner organizations taking an active role in maintaining parks and open spaces</p> <p>9a. Conduct outreach and provide trainings on how to identify and report on park needs.</p> <p>9b. Organize community activities that improve park and open space environments.</p>	 <ul style="list-style-type: none"> ✓ La Mesa: The City of La Mesa was awarded a grant through SANDAG’s Communities Putting Prevention to Work program to conduct a citywide Parks Master Plan. The project will identify access barriers, areas of the City that are underserved by parks and open space, and potential opportunities for parks or green space development. That project will be completed February 2012. ✓ La Mesa: The City of La Mesa held Park Appreciation Day in October. This is an annual event where individuals or groups spruce up their favorite La Mesa park. ✓ Spring Valley: Several Spring Valley Youth and Family Coalition member agencies have been trained and/or conducted various assessment activities, including a community walkability assessment, youth-led environmental assessment, and a Healthy Adventures community parks assessment. One Live Well ambassador has been trained in the Youth Engagement Action for Health (YEAH) model for mobilizing youth as change agents. Two Spring Valley representatives have been trained in Health Impact Assessment as a framework for policy change. ✓ Spring Valley: Beginning in January, community members convened with representatives of County Parks and Recreation, Spring Valley Youth and Family Coalition members, and La Presa Middle School administrators to develop a proposal for sports fields at the school to be funded through Prop 84. These community forums continued through the year, culminating in a proposal submitted mid-year. A site visit from the selection committee took place November 3 and a decision is pending on a grant award. ✓ Spring Valley: The County Service Area (CSA) 128 Advisory Board is supporting Live Well objectives on multiple fronts, including convening multiple community meetings to address Lamar Park which struggles with safety issues that discourage use by local families. The CSA, many of whom are Live Well ambassadors, have identified the park as a top priority, and have voted to establish a volunteer pad at the site and other amenities that will encourage regular use for exercise and family activities. New playground equipment, lighting, exercise paths, and fitness equipment have been approved, funded, or are included in budget plans at several park sites.
<p>10. The number of parks with an active Adopt-A-Park partner</p> <p>10a. Enhance/establish Adopt-A-Park programs</p>	<ul style="list-style-type: none"> ✓ La Mesa: There are currently 16 active Adopt-a-park volunteers serving in 7 City parks.




<p>that allow individuals and/or community organizations to perform basic park maintenance for at least one particular park.</p> <p>10b. Match parks to partners and communicate with partners to encourage on-going engagement.</p>	<ul style="list-style-type: none"> ✓ La Mesa: Journey Community Church has adopted Collier Park. The organization’s college-age youth group conducts quarterly spruce-up activities to include trash pickup, raking leaves, trimming bushes, and graffiti removal. In June 2011 the church held 4 movies in the park on each Sunday during the month for their congregation and invited people in the park and neighbors of the park to attend. These activities are an organizational followup to the CX3 activities the college-age youth group participated in which has led the church to adopt Collier Park help create a greater presence of acceptable activities, and thereby discourage undesirable activities such as smoking, drinking, and vagrancy that result in numerous complaints from the public. ✓ Spring Valley: In addition to regular advocacy and oversight by the CSA (see #9), Lamar Park has benefitted from the engagement of the Spring Valley Citizens Association, the Spring Valley Revitalization Committee, several faith communities, and local businesses, including Valley Farms Market.
<p>11. The number of residents within a ¼ mile of a park or recreation facility</p> <p>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"> ✓ La Mesa: Part of the Parks Master Plan project (see #9) includes identifying barriers to residents’ access to a park facility within 15 to 20 minutes walking distance from their homes. ✓ Spring Valley: CSA 128 continues to advocate for open space, County and State open space reserves and trails systems, and continues to seek opportunities to acquire additional park space.


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

<p><i>Key Success Measures and Related Action Pathways</i></p>	<p><i>Accomplishments</i></p>
<p>1. The expansion of leadership in policy development and implementation from the District Wellness Committee</p> <p>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. The Committee drafted an updated District Wellness Policy during 2011. The updated policy will go before the School Board in early 2012.


	<ul style="list-style-type: none"> ✓ Spring Valley: Live Well ambassadors participated in a health fair at Casa del Oro Elementary School in May and have been in contact with the school regarding support of the school garden.
<p>2. The number of students, families, staff, and community partners who are aware of and support existing wellness policies</p> <p>2a. Work with school partners to promote and provide targeted (i.e., population - students, families, staff) information about the particular school’s wellness policy.</p> <p>2b. Conduct trainings for school staff to support existing wellness policies.</p>	 <ul style="list-style-type: none"> ✓ All schools within the District follow the same District-wide Wellness Policy. Redistribution of the updated policy will be completed following Board review and approval. ✓ Healthy Celebration flyers, developed with assistance from Live Well in 2010, were distributed this year to four additional schools in Spring Valley. These flyers specify key provisions of the District Wellness Policy and ways for parents to get involved.
<p>3. The number of school sites that attain national recognition for excellence in school wellness through the Alliance for a Healthier Generation</p> <p>3a. Recruit 4-6 pilot schools to participate in assessment, implementation, and recognition activities.</p> <p>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>	 <ul style="list-style-type: none"> ✓ 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. <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 have completed their online inventories/assessments to start addressing gaps in school wellness.
<p>4. The number of preschool/childcare sites, schools and after school programs with adopted wellness policies that meet state guidelines</p> <p>4a. Identify preschool/childcare sites, schools (e.g., private schools) and after school programs that do not have a current wellness policy.</p> <p>4b. Work with school principals and program administrators at preschool/childcare sites, school and after school programs to draft and adopt wellness policies.</p>	 <ul style="list-style-type: none"> ✓ Preschool and after school programs within the District have embraced the District Wellness Policy. Representatives from those groups sit on the District Wellness Committee and provide input. ✓ The District’s Extended Student Services (ESS) publishes a monthly newsletter for program participants outlining different types of physical and fitness activities students can do and reporting on the various activities at each ESS site.



<p>5. The number of preschool/childcare, school, and after school sites that implement and monitor wellness policies that meet state guidelines</p> <p>5a. Identify tools to assess school environments and document the implementation of wellness policy provisions.</p> <p>5b. Work with school principals and program administrators at preschool/childcare sites, school and after school programs to offer support for wellness policy implementation and monitoring.</p>	 <ul style="list-style-type: none"> ✓ All stakeholders in the District now follow the District Wellness Policy.
<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"> ✓ La Mesa: 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. The program is continuing and is supplemented by two Communities Putting Prevention to Work grants through SANDAG. ✓ La Mesa: 1,703 students, 65 community members (dignitaries and support staff) and over 100 parent volunteers participated in International Walk to School Day in October 2011 as part of the La Mesa Kids Walk and Roll to School encouragement activities at 8 La Mesa schools. ✓ Spring Valley: The Revitalization Committee continues to work through its Roads and Infrastructure group and County Department of Planning and Land Use to move identified sites up the priority list for Safe Routes to School funding. Two Live Well representatives attended a workshop on October 12.
<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> <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"> ✓ La Mesa: 8 La Mesa schools received pedestrian and bicycle safety tips prior to International Walk to School Day. Approximately 5,000 students were provided safety tips throughout the weeks leading up to the walk by on-site presentations, broadcasts through school public address systems, reverse phone calls, newsletters, and flyers. ✓ La Mesa: Parent-suggested routes to school maps were created and provided to parents and school staff at all 8 La Mesa schools. ✓ La Mesa: Bike Rodeos, Pedestrian Safety, and Safety Patrol training workshops continue to be held for La Mesa schools.


	<ul style="list-style-type: none"> ✓ Spring Valley: A Spring Valley Youth and Family Coalition member and a Live Well ambassador are working with WalkSanDiego on potential projects.
<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 four separate grants from the Safe Routes to School Program during the period 2008-2011. <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. ○ A grant of \$323,400 was awarded for construction of missing sidewalk links on Maryland Avenue and traffic signal and other pedestrian improvements at intersections near La Mesa schools.

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>	 <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

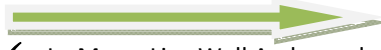
<p>1a. Partner with San Diego County Childhood Obesity Initiative’s Healthcare Domain to provide physician led training on how to discuss obesity prevention with their patients.</p> <p>1b. Partner with 2-1-1 staff to provide trainings to health professionals on how to utilize the system to provide referrals 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>	<p>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.</p> <p>✓ 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.</p>
<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 has formalized Community Partnerships with:</p> <ul style="list-style-type: none"> ○ Alvarado Hospital ○ 24 Hour Fitness (La Mesa)

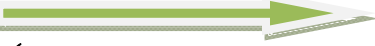

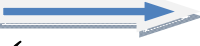
<p>4. The number of health professionals providing information and/or advocacy to support policies that promote wellness</p> <p>4a. Provide information to members of the Live Well Health Professionals Collaborative about community issues and opportunities to support policy development and action.</p>	 <ul style="list-style-type: none"> ✓ See #3 above ✓ Spring Valley: Family Health Centers of San Diego (Grossmont Spring Valley facility) is offering “fitness prescriptions” that will get participants a discount on enrollment fees at County Parks and Recreation center classes.
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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>	 <ul style="list-style-type: none"> ✓ La Mesa: Grassroots leadership has been enhanced through the Live Well initiative: <ul style="list-style-type: none"> ○ 3 residents in La Mesa are actively involved as Live Well Community Ambassadors. ○ Community Ambassadors have created a Steering Committee to guide future efforts. ○ 7 residents in Spring Valley are doing some excellent work advancing the Live Well objectives ○ 5 youth (ages 12-13 yrs) from La Mesa’s “The Club” teen center have become Live Well Community Ambassadors through the Communities of Excellence (CX3) project this year. These youth evaluated 6 elementary schools and one middle school in La Mesa for walkability and bikeability barriers. ○ 7 SRTS Parent Champion volunteers are active in 7 La Mesa schools for the La Mesa Kids Walk and Roll to School Program.

	<ul style="list-style-type: none"> ○ 6 SRTS older adult volunteers are actively supporting 5 La Mesa schools. ○ 30 middle school students have become directly engaged in Safe Routes to School efforts in La Mesa by participating in WalkShop sessions provided by WalkSanDiego. These students have been educated about barriers to walkability, safe walking principles, and how to advocate for change while also being encouraged to walk or bike to school, leading to an increased awareness of the health, community, traffic management, and environmental benefits associated with Safe Routes to School efforts. ○ Staff at La Mesa and Parkway Middle Schools are increasingly engaged as WALKSan Diego worked closely with PE teachers, ASB teachers, and principals to recruit and engage students for participation. ○ A SRTS Steering Committee meets monthly to evaluate current encouragement and education activities and guide future efforts. ○ La Mesa’s Youth Advisory Commission provided a Power Hour physical activity event (modeled after Power Play) to students in Rolando Elementary School’s ESS program May 20, 2011. The next Power Hour will be held at Northmont Elementary School in April 2012. <p>✓ Spring Valley: Live Well participants have received training in Health Impact Assessments, School Community Joint Use Strategies, Prevention Institute strategies to combat obesity, school garden and community garden management, Safe Routes to Schools, County Parks and Recreation Strategic Planning, Service Delivery and Cost Recovery Analysis, Crime Prevention Through Environmental Design, Youth Engagement strategies, and Institute for Public Strategies training in community assessment scans.</p>
<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>	 <ul style="list-style-type: none"> ✓ La Mesa: Live Well Ambassadors participated in “Kids Care Fest” 2011 by discussing Live Well with the over 1,200 participants who visited the booth. ✓ La Mesa: CX3 Youth Advocates conducted walk audit assessments at 6 elementary schools and 2 middles schools in La Mesa. ✓ Spring Valley: Outreach is ongoing through Spring Valley Youth and Family Coalition, CSA 128, Regional Garden Education Center, and other partners. Assessments include local parks surveys and scans by Healthy Adventures and Parks and Recreation youth leadership

	<p>group; community forums on Lamar Park; community forums on La Presa Middle School Prop 84 proposal; and environmental scans of problem areas contributing to safety issues in parks. Events include health fairs (Casa de Oro It's How We Live); Playground Build and opening celebration; site visits for local decision makers and donors; and opening of Farmers Market and Regional Garden Education Center.</p>
<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"> ✓ La Mesa: Community partners assisted Live Well in providing numerous educational events for residents and partners. 24 Hour Fitness hosted a presentation by Elite Personal Trainer Evanis Hart event at their facility that was attended by eight community residents. ✓ WALKSanDiego has provided education on walkability issues most recently as part of the Communities Putting Prevention to Work grant programs (see #2 under Neighborhoods). ✓ Spring Valley: The Spring Valley Youth and Family Coalition has identified a broad spectrum of partners and local organizations as venues. Faith groups include four local congregations which were key partners in our playground build and have all agreed to be garden build sites and participants in garden classes. ✓ Spring Valley: The Regional Garden Education Center has identified/trained partners as instructors and linked with a network of community garden resource groups.
<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"> ✓ La Mesa: 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. ✓ Spring Valley: A recent Regional Garden Education Center student took what he learned about community garden management and incorporated it into a class he teaches on sustainable systems. The materials are being used to establish a garden at a San Diego church which will be open to the community.
<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.



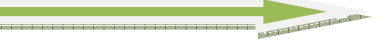
<p>6. The number of wellness focused events and/or classes hosted by faith groups</p> <p>6a. Work with the Live Well Faith Collaborative to assist faith groups in hosting events and/or classes.</p> <p>6b. Connect faith groups to speakers with expert knowledge in healthy lifestyles topic</p>	 <ul style="list-style-type: none"> ✓ La Mesa and Spring Valley: 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. ✓ Spring Valley: A Regional Garden Education Center participant who is a minister hosted 48 people at his home to talk about what he learned about the potential of community gardens. A Live Well representative was invited to present information about the classes and the health and wellness initiatives in San Diego County.
<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) is over 400. ✓ 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. 32 Live Well Community Partner Signs have been distributed. ✓ Spring Valley: The Spring Valley Chamber of Commerce partnered to develop and promote the Spring Valley Farmers Market. ✓ Spring Valley: Numerous businesses partnered to transform the former Spring Valley Elementary School into the health and wellness hub it is today, including the La Mesa-Spring Valley School District, San Diego Youth Services, Spring Valley Youth and Family Coalition, Chamber of Commerce, County Health and Human Services Agency, Parks and Recreation Department, Family Health Centers of San Diego, Victory Gardens of San Diego, and many others.
<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>	 <ul style="list-style-type: none"> ✓ 18 local businesses and organizations and 2 media partners have sponsored or supported Live Well community activities:


<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"> ○ 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 ○ 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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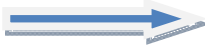
5 Initiative, Promotion, Tracking, and Evaluation

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>✓ Spring Valley: In addition to Healthy Adventures parks surveys and scans, County Parks and Recreation staff have worked with youth participants to do environmental scans related to walkability and fast food outlets. Scans have also been done related to alcohol retail density near parks – a key safety issue.</p>

<p>2. The number of data sets showing improvements in trends in wellness outcomes (e.g., healthy eating, physical activity, and/or obesity)</p> <p>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>As part of the County of San Diego’s Building Better Health campaign, the County’s Health and Human Services Agency has implemented statistical tracking for its six regions within the County. These statistics are referred to as 3-4-50 representing the three behaviors (<i>smoking, lack of physical activity, poor diet</i>) that lead to four chronic diseases (<i>coronary heart disease and stroke, cancer, diabetes, chronic respiratory disease</i>) that result in 50% of all deaths. La Mesa and Spring Valley are located in the County’s East Region.</p> <ul style="list-style-type: none"> ✓ La Mesa: The most recent 3-4-50 statistics compiled by the County show a 10% decrease between 2000 and 2009 in the number of deaths in La Mesa due to these four chronic diseases from 65% to 55%. Between 2007 when the Live Well Initiative was launched, and 2009, the most recent statistics available, there has been a 3% decrease in the 3-4-50 death rate. ✓ La Mesa: 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 implemented in 2012 and again at the end of the four-year program to determine effectiveness of the program. ✓ Spring Valley: Two Live Well participants worked with Community Health Improvement Partners (CHIP) throughout 2011 to identify and prioritize health issues. The CHIP assessment is a three-year cycle of outreach and interviews among key informants, agencies, and community stakeholders.
<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>	 <ul style="list-style-type: none"> ✓ La Mesa and Spring Valley: 32 organizations are identified as Live Well Community Partners (not including the 21 individual LMSVSD schools) and are encouraged to display Live Well window signs. ✓ Spring Valley: (refer to #1 under Community Engagement)
<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>	 <ul style="list-style-type: none"> ✓ Spring Valley: Through the Live Well Initiative, and specifically through the campus transformation at the former Spring Valley Elementary site, we have cultivated media relationships with a regional reporter for the San Diego Union-Tribune and a very supportive relationship with AOL Patch, both of whom have featured several articles on Live Well-aligned projects. These include the community garden, Regional Garden Education Center classes, playground builds, and new sports fields. The AOL Patch editor has become a member of the Spring Valley Youth and Family Coalition.

<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"> ✓ La Mesa: Media coverage of Live Well includes: <ul style="list-style-type: none"> ○ Union-Tribune article from August 11, 2011 “La Mesa Says It’s Ready to Put Down Roots” regarding establishment of a joint use community garden at Helix Charter High School. ○ La Mesa Courier front page article from July 2011 “Live Well, La Mesa!” giving an overview of Live Well events. ○ La Mesa Courier guest columnist article from July 2011 “Building Better Health in La Mesa” giving an overview of the initiative. ○ La Mesa Courier article from July 2011 “Secret Stairs” providing information about La Mesa’s Urban Walking Trails. ○ La Mesa Courier article from August 2011 concerning renovation of La Mesita Park tennis courts and introduction of new 10& Under Tennis program in La Mesa. ✓ La Mesa: News releases were generated for the 24-Hour Fitness event in May 2011 and the “Summer Fruit Tree Pruning Workshop” in July 2011. ✓ La Mesa: Web presence on the City of La Mesa website.
<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"> ✓ La Mesa: Initial \$177,631 grant from The California Endowment (TCE) was extended through 2011. This extension was able to support coordination for establishment of a community garden in La Mesa. ✓ La Mesa Grants received: <ul style="list-style-type: none"> ○ Communities Putting Prevention to Work Capacity Building for CX3 Walk Audit Projects at 8 La Mesa schools. ○ Communities Putting Prevention to Work Safe Routes to School for La Mesa and Parkway Middle Schools Student Engagement Initiative. ○ Communities Putting Prevention to Work Healthy Community Planning Grant for Live Well Park Master Plan. ○ Healthy Works School and Community Gardens Program to establish a joint use garden at Helix Charter High School. ○ Safe Routes to School Infrastructure Grant for construction of a missing sidewalk on Maryland Avenue and traffic signal and other pedestrian improvements at intersections near La Mesa schools. ○ Davenport Institute at Pepperdine University to fund training for Youth Commissioners and staff in preparation for a Teen Summit in early 2012.

	<ul style="list-style-type: none"> ✓ Spring Valley grants identified and applied for during 2011 include: <ul style="list-style-type: none"> ○ Prop 84 funding for La Presa Middle School sports fields (application pending) ○ CDBG funding for park improvements at Lamar Park, Goodland Acres Park, and Sweetwater Springs Sports Complex (funded) ○ Regional Garden Education Center program (funded and implemented) ○ Regional Garden Education Center program next cycle and expansion (application pending) ○ Spring Valley Elementary sports fields (funded) ○ Spring Valley Elementary playgrounds (funded and installed)
<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 February 2012.