



STRATEGIC PLAN for Supporting Community Wellness in La Mesa and Spring Valley

Initiative 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

Report Card FY 2012-2013

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

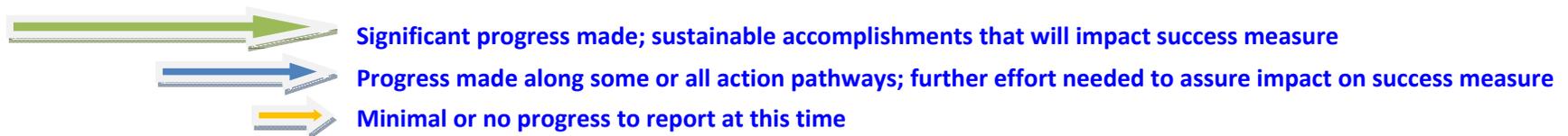
*Many organizations and individuals have contributed to the advancement and implementation of the Live Well Strategic Plan, and this Report Card gives us an opportunity to recognize and celebrate the community’s achievements during 2012-2013. The progress that is being made now will benefit the health 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 current updates for 2012- 2013 are in **green** while past performance is in black.*

The Report Card is organized around the 5 goal areas established in the Strategic Plan:

- *Neighborhoods – Pages 4-14;*
- *Schools – Pages 15-18;*
- *Public Health, Health Care and Fitness – Pages 19-20;*
- *Community Engagement – Pages 22-27, and;*
- *Initiative Promotion, Tracking, and Evaluation – Pages 28-32.*

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 added a Health and Wellness element to the City’s 2012 General Plan Update. Although not required by State law, this element reflects goals and policies that the City embraces and describes the measures La Mesa will take to make the health of the community a priority and achieve the vision of being the healthiest and most livable city in the San Diego region. The Health and Wellness element provides policy guidance to enable La Mesa’s residents to achieve an active lifestyle; have access to healthy food choices; enjoy a safe, livable community; and raise health, active children. Public sensing and resource gathering for this element was made possible by a grant from Kaiser Permanente Foundation. ✓ Spring Valley: 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 a range of physical activity options. ✓ Spring Valley: Together with representatives from La Mesa and other East Region communities, Spring Valley community members and agencies are participating in the Live Well San Diego Leadership Group to address health and well-being in East County. The group went through a visioning process and produced three key areas of focus: Healthy Eating, Active Living, and Substance Abuse Prevention. Efforts by Spring Valley participants focus on identifying and clarifying joint use agreements to improve access to outdoor activity spaces, and identifying feasible funding sources for sports and physical activity program scholarships. The Regional Garden Education Center and community garden beds are also part of the campaign for better nutrition and exercise. ✓ Spring Valley: A Live Well participant represented the County on the Regional Transportation Plan 20250 Stakeholder’s Work Group in 2010 and 2011, 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 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 was completed in 2012. The final document identifies access barriers, areas of the City that are underserved by parks and open space, and potential opportunities for parks or green space development. Community volunteers conducted walk audits throughout the City to identify and document the barriers that are included in the Plan. ✓ 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. Each school has either the PTA or volunteer parent champions engaged and actively promoting walking and biking to school. <ul style="list-style-type: none"> ● Statistics compiled through National Safe Routes to School surveys administered to parents and students showed increased numbers of students walking and biking to school: <ul style="list-style-type: none"> ➤ 75% of schools increased rates of students walking to school ➤ 38% of schools increased rates of students bicycling to school ➤ Over 5,000 students benefitted from having the Safe Routes program at their school ✓ 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: A Draft Bicycle Master Plan and Alternative Transportation study, funded through a SANDAG Smart Growth Planning Grant, has been completed and approved by City Council. Community volunteers conducted walk audits to identify access barriers and needed infrastructure improvements to facilitate increased use of public transit connection sites and bike routes. This plan, along with the citywide Parks Master Plan (see #11) received the 2012 “Focused Issue Planning” award from the San Diego section of the American Planning Association. The plan identifies bicycle and pedestrian needs throughout the City, reviews current conditions, examines optional improvements and prioritizes implementation strategies with viable funding sources. The plan addresses opportunities to connect and integrate existing and proposed facilities. ✓ 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
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	<p>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.</p> <ul style="list-style-type: none"> ✓ 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 street” as elementary and middle school students walk and bike to school. <ul style="list-style-type: none"> • Program goals include improving health and safety of all residents, decreasing traffic congestion and pollution around schools, enhancing walking and biking routes and make walking fun for all generations • The three schools with the Intergenerational component had a 12% average increase in the number of walkers and bikers • Over 1,500 students benefitted from having the Intergenerational component at their school • Partnership with the County’s Aging and Independence Services to be extended for three years to further promote the Safe Routes Intergenerational program. ✓ La Mesa: The La Mesa Kids Walk and Roll Safe Routes to School Program changes its name to La Mesa Safe Routes to further expand the program to Safe Routes to Parks, Safe Routes for Seniors, Safe Routes to Healthy Destinations and more. ✓ La Mesa: A Community Bicycle Rodeo was held in August 2013. This event provided valuable bicycle safety education, bicycle skills and helmets to children in need. Students from 21 schools were invited to participate. ✓ La Mesa: Vista La Mesa Academy Charter School will participate in a CX3 Project (Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention) September through November 2013 with City staff to evaluate walkability and bikeability around the school and neighborhood. The students will participate in their first Walk to School day event, do walk audits of the neighborhoods in the vicinity of the school, create an Infrastructure Improvement Plan and present it to the La Mesa City Council. The plan will be used to obtain future grants for infrastructure improvements near the schools. Students will be 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. This project is funded b a grant from the Grossmont Healthcare District.
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	<ul style="list-style-type: none"> ✓ La Mesa: On October 27, 2009 the City Council adopted a resolution in support of the League of California Cities Healthy Eating, Active Living (HEAL) Campaign, resolving to encourage active lifestyles for its citizens and provide recreational programming to the community, offer healthy fare at City sponsored events, and promote employee wellness within the City to set an example for other employers. ✓ 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: A representative from Spring Valley is participating in the San Diego Safe Routes to Schools Coalition (SRTS), which has identified the following elements in developing a strategic SRTS plan in San Diego County: Regional Planning and Evaluation; Collaboration and Coordination; Technical Assistance; and Education and Encouragement Strategies. ✓ Spring Valley: Two Live Well participants participated in the October 2011 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</p> <p>3a. Collect information on areas of high need and identify funding opportunities appropriate for addressing needs.</p>	 <ul style="list-style-type: none"> ✓ The La Mesa Walk and Roll Safe Routes program completed agreements with the PTA at 6 local schools to incorporate a Safe Routes to School position on their local PTA Board for sustainability of the program. ✓ La Mesa: The City has secured two federally-funded SRTS grants and three state-funded SRTS grants for infrastructure improvements since 2008: <ul style="list-style-type: none"> • \$385,500 was awarded for construction of new sidewalks, curb ramps, and bulbouts; installation of crosswalks and speed feedback signs near La Mesa Dale, Rolando, Lemon Avenue, Northmont,

	<p>Maryland Avenue, and Murray Manor Elementary schools</p> <ul style="list-style-type: none"> • A grant of \$414,455 was awarded for construction of sidewalks on Orient Avenue and Lowell to improve walking, safety, and convenience for families near the local schools • \$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 <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. ✓ Spring Valley: County DPW in cooperation with the Spring Valley Planning Group is proposing a second phase of missing sidewalks improvements along Jamacha Blvd from Concepcion Ave to La Presa Ave and plans to submit an application for design funding in the upcoming CDBG cycle for FY13-14 projects. ✓ Spring Valley: July 2012 County Dept. of Public Works (DPW) was notified of the successful application for grant funds from the State funded Safe Routes to School program (SRTS). The County will be granted \$450,000 to design and construct sidewalks along the north side of Tyler Street from Sweetwater Road to the crossing at Bancroft Elementary School. County DPW is in the process of requesting allocation of the grant funds through CalTrans. As of February 2013, DPW has ordered survey, utility research and begun design, working with Bancroft Elementary School administrators and Spring Valley Planning Group.
<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>	 <p>See #'s 2 and 3 above.</p> <ul style="list-style-type: none"> ✓ Spring Valley: The Jamacha Blvd. Phase 1 sidewalk project to improve safety and walkability between Kempton and Concepcion Streets is complete, utilizing Community Development Block Grant (CDBG) and County matching funds.
<p>5. The number of policies that support</p>	

<p>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>	 <p>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 fifth year that Halloween and spring “Breakfast with Bunny” events were candy-free.</p>
<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"> ✓ La Mesa: La Mesa Walk-n-Roll Safe Routes created placemats promoting walking and biking and recruiting for volunteers to be the “eyes on the street” as students walk to and from school. Placemats, posters, brochures and flyers are being distributed to local restaurants throughout La Mesa. ✓ Spring Valley: Collaborative leadership is working with Live Well San Diego’s East Region leadership to identify candidate businesses for outreach and partnership. This effort is being driven by the leadership group’s Healthy Eating sub-group. ✓ Spring Valley: Collaborative member agencies and Live Well participants are working with local convenience stores who offer Supplemental Nutrition Assistance Program (SNAP) 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: Several potential community garden sites were explored; however, none was determined to be a suitable site for a variety of reasons including soil incompatibility and access obstacles. A community led volunteer group is continuing to look for potential sites. ✓ La Mesa: The City of La Mesa farmer’s market, having relocated to a more visible location adjacent to City Hall in 2011, has expanded the number of vendors and continues to draw a high volume of visitors each week to take advantage of the fresh fruits and vegetables available from local growers. The farmer’s market had record sales in 2012 (\$645,000 in FY 11/12), a 55% increase over the previous fiscal year. 2013 has not been as robust, primarily due to inclement weather on market days during the 2nd and 3rd quarters of the fiscal year. Strong 4th quarter sales indicate improved sales for the coming year – weather permitting. ✓ La Mesa: Garden of Eden Organic Farm, a Community Support Agriculture Program, rents space at the La Mesa Community Center to distribute seasonal, fresh, certified-organic and chemical- and pesticide-free produce to subscribers on a weekly basis.

	<ul style="list-style-type: none"> ✓ La Mesa: The City is a participant in the Harvest CROPS (Community Residents Offering Produce Seasonally) program. Volunteers harvest excess fruit off trees and it is provided to low income families in the County of San Diego. ✓ Spring Valley: Spring Valley Youth and Family Coalition’s Regional Garden Education Center (RGEC) is now entering its third year. Owing to popular demand it currently provides three cycles of 8-week basic gardening instruction on how to grow fresh produce. An on-line outreach campaign has generated a strong community of learners and volunteers, as well as partnerships and presentations on a broad array of cultivation, harvesting and preparing fresh fruits and vegetables. The demonstration garden is being used for horticultural therapy and special education instruction as well as community education. An edible forest is being planned for the perimeter of the RGEC site, to be irrigated through sustainable practices. Community garden beds, including beds designed to accommodate users with limited mobility, have been completed and are being assigned to community members. Through its training the RGEC has helped establish thriving community gardens in Point Loma and Rolando, and assisted in the design and development of several other local efforts. ✓ Spring Valley: Additional outreach efforts include vegetable seed planting activities at local youth programs, library events, Earth Day, and Spring Valley’s its How We Live event. Spring Valley Coalition members helped to plan and stage the Aging and Independence Services (AIS) “Spring Into Healthy Living” event for seniors in the Rancho San Diego area, providing hundreds of fresh herb seedlings as a very popular giveaway item. The Coalition Coordinator participated in state-sponsored training in the Garden Enhanced Nutrition Education (GENE) curriculum, acquiring resources and strategies to encourage healthy eating in school-age children. Partnering members of the Spring Valley Youth & Family Coalition also worked with agencies such as Golden Share and Feeding America to ensure meal and snack programs for children were developed and accessible at multiple sites over summer and school vacation
<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 sixth year in a row, the City of La Mesa has been named a 2013 Playful City USA by KaBoom! The City celebrated its 2012 Playful City Play Day at the annual Kids Care Fest held September 24 at Briercrest Park. Briercrest Park will also host the 2013 Playful City Play Day this year on September 21. ✓ La Mesa: The National League of Cities, through its Let’s Move Cities, Towns, and Counties program, awarded Bronze, Silver, and Gold Medals in the category of “Active Kids at Play” for the City’s efforts to map play spaces through the KaBoom! website as well as efforts to increase physical activity opportunities for youth through joint use agreements with local schools, developing recess policy in

	<p>partnership with the La Mesa-Spring Valley School District, creating strategies for walking and biking to school through the Walk ‘n Roll Safe Routes program, and for the citywide Parks Master Plan completed in 2012.</p> <ul style="list-style-type: none"> ✓ La Mesa: Live Well partner RhythmWorx continues to provide free monthly Community Drum Circles to residents. Drum circles have been a regular monthly activity at Nan Coutts Cottage in MacArthur Park since 2010. In addition, RhythmWorx contracts with the City to offer a weekly drumming class for youth. Partner 24 Hour fitness participates each year at the Intergenerational Games with a fitness obstacle course. ✓ La Mesa: Live Well continues partnering 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 2012 and 2013: <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>Movie in the Park</i> at La Mesita Park with co-sponsors County of San Diego Health and Human Services Agency, SDG&E, First 5 San Diego, San Diego County Parks Society, and Downtown San Diego Partnership (Fletcher Hills Presbyterian Church provides organized games before the movie); and <i>Sundays at Six</i> summer concert series at Harry Griffen Park with co-sponsors La Mesa Park and Recreation Foundation, La Mesa ARTS Alliance, and Boys and Girls Club of East County Foundation. ✓ La Mesa: In spring 2013 striping was added to the tennis court in Collier Park to provide two courts for alternative Pickelball play. An organized Pickelball group plays each Wednesday and Friday from 8:30 to 11:00 am and invites the public as a free program to join them and learn how to play the game. ✓ La Mesa: The City held a dedication ceremony at the La Mesa Adult Enrichment Center (AEC) on May 29 to unveil the new outdoor fitness equipment and picnic shelter in Porter Park. The equipment was funded in part through a grant from Rotary International and surrounding improvements and landscaping were provided through City Park In Lieu funding. ✓ La Mesa: The most recent Annual East County Intergenerational Games event was held October 11, 2012 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. The 2013 Intergenerational Games event is scheduled for October 17 and based on participant feedback youth participation is now being extended to ages 7 to 12 years of age.
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	<ul style="list-style-type: none"> ✓ Spring Valley: The annual Spring Valley Barbecue Cook-off is now dedicating the contest proceeds to scholarships for participating in sports and recreation programs ✓ Spring Valley: Two sports fields developed in partnership with County District 2 Supervisor Dianne Jacob, San Diego Youth Services, La Mesa-Spring Valley School District and the Coalition are heavily used by area youth sports leagues and continue to be maintained through a cooperative agreement between the developing partners in the project.
<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 holds a Park Appreciation Day in October. This annual event brings individuals and groups together to spruce up their favorite La Mesa park. In 2012 volunteers collected 4 cubic yards of trash and 64 cubic yards of green material. The 2013 Park Appreciation Day is scheduled for October 19. ✓ La Mesa: In 2012 the United States Tennis Association (USTA), in partnership with American Express, funded renovation of the tennis courts in La Mesita Park, including configuration of four courts for USTA’s 10 & Under tennis program now being taught through La Mesa Community Services. The project received a prestigious “Project of the Year” award from the Southern Chapter of the Public Works Association in the category of Recreation and Athletic Facilities. ✓ La Mesa: In April 2013, the La Mesa Youth Advisory Commission and the La Mesa Aging and Veterans Commission teamed up to refurbish the Vietnam Veterans Memorial site on University Avenue across from the Civic Center. ✓ La Mesa: Grants and private donations received through the La Mesa Park and Recreation Foundation were added to contributions from the City of La Mesa and La Mesa-Spring Valley School District to replace artificial turf on the football field at the Junior Seau Sports Complex. The project was completed in spring 2013. ✓ La Mesa: The comprehensive 2012 Centennial General Plan Update draft was released in March 2012 with final approval of the update in June 2013. Three new elements are contained in the General Plan update: Sustainability, Parks & Recreation, and Health & Wellness. Public workshops gathered input from community participants that was used in drafting these new elements. ✓ 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 Leadership member 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.

	<ul style="list-style-type: none"> ✓ Spring Valley: Spring Valley: A year-long collaboration between community members, 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 resulted in a selection committee site visit but ultimately was not funded. ✓ 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 Leadership committee members, has 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 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: There are currently 24 active Adopt-a-park volunteer groups serving in 11 City parks, landscaped medians along El Cajon Blvd., and the civic center. ✓ 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 2011 the church began a program of movies in the park on each Sunday during the month June for their congregation and invited people in the park and neighbors of the park to attend. Due to the initial success of this activity, the church repeated the program in 2012 and 2013. These activities are an organizational follow up to CX3 activities the college-age youth group participated in during 2010 and which have led them to adopt Collier Park, helping to create a greater presence of acceptable activities, and thereby discouraging undesirable activities such as smoking, drinking, and vagrancy that have resulted 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. The plan was completed in early 2012 and adopted by the City Council on April 24, 2012. This plan, along with the Bicycle Facilities and Alternative Transportation Plan (see #2), received the 2012 “Focused Issue Planning “ award from the San Diego section of the American Planning Association.



	<ul style="list-style-type: none"> ✓ La Mesa received a \$230,000 grant from Caltrans to begin planning the second phase of the La Mesa Urban Trails. The project will identify the most effective approaches to connect La Mesa residents with key community destinations, including parks and recreation, medical facilities, shops and restaurants. Community input from workshops and events designed to increase awareness and access to safe, connecting trails; encourage walking, biking and transit use; and provide advocacy training, will be compiled to produce the La Mesa Urban Trails Mobility Action Plan. Project set to begin in the spring of 2014. ✓ 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

<i>Key Success Measures and Related Action Pathways</i>	<i>Accomplishments</i>
<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 District Wellness Committee meets regularly and includes wide representation from school staff, parents, and District officials. A special study session involving a stakeholder’s workgroup was held in December 2012 to determine next steps for wellness activities within the District. ✓ School site Wellness Committees have been established and are meeting regularly.
<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 that was updated and approved by the School Board in 2012. School staff members are required to review wellness guidelines at least annually. ✓ Healthy Celebration flyers, developed through the Live Well initiative in 2010, are distributed annually and building administrators review the content of these flyers with their school communities regularly. 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. The program is now in its third year of a four-year collaboration. A designated Relationship Manager from the Alliance supports the District and school sites at no cost. The Relationship Manager has provided physical activity and nutrition resources, facilitation of action planning, opportunities for financial support, and overall on-site support to the schools. All schools have completed the inventories and created action plans for improving the health of students at their school sites. ✓ The National League of Cities issued a “Bronze Medal” in its Let’s Move Cities, Towns, and

	<p>Counties program for having at least 60% of public schools participating in the School Breakfast Program.</p>
<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"> ✓ All 21 after school programs and sites with preschool programs within the District comply with the established District Wellness Policy. Representatives from those groups sit on the District Wellness Committee and provide input. ✓ A “Cardio Skills” instructional video was created for ESS staff to learn some best practices. ✓ Another way for our children to be actively involved in ESS is through our extramural Kickball Season. ESS children in grades 4 through 6 are able to participate and learn how to play the game while learning good sportsmanship. ✓ The District’s Extended Student Services (ESS) publishes a newsletter several times per year for program participants outlining different types of physical and fitness activities students can do and reporting on the various activities at each ESS site. ✓ ESS does a 20 minute Cardio/Aerobic activity each day. This is in addition to the regular sports rotations offered. Many ESS sites provide a variety of healthy cooking clubs.
<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 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</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 was supplemented by two Communities Putting Prevention to Work grants through SANDAG. ✓ La Mesa: 2,000 students, 65 community members (dignitaries and support staff) and over 100

<p>that improve pedestrian and bicyclist safety to and from school.</p>	<p>parent volunteers participated in International Walk to School Day in October 2012 as part of the La Mesa Kids Walk and Roll to School encouragement activities at 8 La Mesa schools.</p> <ul style="list-style-type: none"> ✓ 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 have participated in three workshops and four webinars devoted to SRTS policies, strategies and funding changes. As noted in Item 2a, the Spring Valley Youth & Family Coalition coordinator is an active member of the San Diego Safe Routes to Schools Coalition and is doing committee work on community outreach and engagement.
<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. ✓ 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 six separate grants from the Safe Routes to School Program during the period 2008-2013. <ul style="list-style-type: none"> ○ A grant of \$385,500 was awarded for construction of new sidewalks, curb ramps and bulbouts; installation of crosswalks and speed feedback signs near La Mesa Dale, Rolando, Lemon Avenue, Northmont, Maryland Avenue and Murray Manor Elementary schools. 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 \$414,455 was awarded for construction of sidewalks on Orien Avenue and Lowell to improve walking safety and convenience for families near local schools.



	<ul style="list-style-type: none">○ 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.
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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> <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>	 <ul style="list-style-type: none"> ✓ Recent accomplishments of the San Diego Childhood Obesity Initiative (SDCOI) include: <ul style="list-style-type: none"> ○ Creation of a “menu” of actions healthcare providers can take to advocate for prevention of childhood obesity in the communities they serve ○ Convened the Nutrition in Healthcare Leaderships Team (NHLT), a subcommittee of local hospital systems working to advance healthful, sustainable food and beverage practices in San Diego County healthcare institutions through collaboration ○ Supported Women, Infants, and Children (WIC) agencies’ efforts to educate more than 200 pediatricians and OB/GYNs about WIC services, the importance of breastfeeding, and key messages related to childhood obesity prevention ✓ Rady Children’s Hospital promotes health, sustainable food practices through its robust “Rethink Your Drink” campaign. ✓ SDCOI supported creation and marketing of 2-1-1’s physical activity and nutrition database as a free referral resource for use by healthcare providers ✓ SDCOI developed written materials for pediatricians to attach to physical examination forms that are returned to preschools upon enrollment. Materials include American Academy of Pediatrics guidelines for beverage consumption (including sugar-sweetened beverages) for children from birth to age five, and lists of books and websites that promote health. ✓ SDCOI has partnered with local radio station KXY 96.5 to promote the 5210 Every Day! Program. 5210 stands for 5 or more servings of fruits & vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and 0 sugary drinks, more water & low fat milk. Information is available through SDCOI website www.ourcommunityourkids.org.

	<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 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. ✓ 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>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>	 <ul style="list-style-type: none"> ✓ Due to staffing and funding limitations this goal is not active.
<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>	 <ul style="list-style-type: none"> ✓ Due to staffing and funding limitations this goal is not active at this time. ✓ 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. ✓ Live Well has formalized Community Partnerships with: <ul style="list-style-type: none"> ○ Alvarado Hospital ○ 24 Hour Fitness (La Mesa)

4. The number of health professionals providing information and/or advocacy to support policies that promote wellness

4a. Provide information to members of the Live Well Health Professionals Collaborative about community issues and opportunities to support policy development and action.



✓ 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.

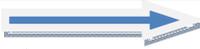
4 Community Engagement

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>	 <p>✓ La Mesa: Grassroots leadership has been enhanced through the Live Well initiative:</p> <ul style="list-style-type: none"> ○ 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 8 La Mesa schools for the La Mesa Kids Walk and Roll to School Program. ○ A total of 15 older adult volunteers have participated in the Safe Routes Intergenerational program with 6 current active at the beginning of the 2013-14 school year. Participants covered 7 different 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 is increasingly engaged as WALKSanDiego 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. ○ 3 residents in La Mesa are actively involved as Live Well Community Ambassadors.

	<ul style="list-style-type: none"> ○ 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 ○ 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 and at Northmont Elementary School in April 2012. ✓ Spring Valley: Two Spring Valley residents have been prepared as trainers through the Resident Leadership Academy (RLA) Trainers Curriculum during a four-day program provided by Community Health Improvement Partners (CHIP). With the RLA training materials and experience, Spring Valley organizations are qualified to apply for funding to recruit and train a cadre of community leaders around health and well-being issues. ✓ 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>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: Safe Routes to School volunteers participated in “Kids Care Fest” 2012 by discussing the values of walking and biking to school with the over 1,200 participants in attendance. ✓ La Mesa: CX3 Youth Advocates conducted walk audit assessments at 6 elementary schools and 2 middle schools in La Mesa. ✓ La Mesa: CX3 Youth Advocates from Vista La Mesa Charter School will conduct walk audits of the area surrounding that school between September and November 2013. ✓ 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 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 school health fair; It’s How We Live);

	<p>Playground Build and opening celebration; site visits for local decision makers and donors; and opening of Farmers Market and Regional Garden Education Center.</p> <ul style="list-style-type: none"> ✓ Spring Valley: Five different Spring Valley Coalition member representatives have participated in on-going SANDAG community forums and workshops on regional planning issues, including transportation, public safety, health and wellness, public infrastructure and economic issues. Their input will be documented and help inform the regional planning process.
<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"> ✓ WALKSanDiego provided education on walkability issues most recently as part of the Communities Putting Prevention to Work grant programs (see #2 under Neighborhoods). ✓ La Mesa: The La Mesa Municipal Pool was an official host for the 2013 Guinness World Record event “World’s Largest Swim Lesson” teaching 36 participants water safety in a one-half hour lesson held simultaneously with hosts from more than 15 different countries at 3pm GMT on June 18, 2013. ✓ La Mesa: the Adult Enrichment Center has partnered with Heartland Center to provide a free Wellness class during spring 2013 to assist seniors 60 and older to identify and solve problems that affect quality of life. The program is funded by County of San Diego Mental Health Services Act. ✓ La Mesa: The Walk ‘n Roll Safe Routes program hosted a community bicycle rodeo on August 31, 2013. There were 75 youth participants who negotiated a series of stations each dealing with an important aspect of safe cycling presented by the San Diego Bicycle Coalition. Professionals from Performance Bicycle, a La Mesa business partner, provided bicycle inspections for participants. ✓ La Mesa: The City will host its 4th annual Senior Expo on October 3, 2013. The event is funded through the City’s Rides4Neighbors program funded by a federal transportation grant administered by SANDAG. Display booths and speakers concerning topics such as transportation, housing, disaster preparedness, wellness and successful aging, and elder abuse and fraud are among the activities at the half-day event. ✓ La Mesa: “The Amazing Geocache Challenge” was one of the events highlighted during La Mesa’s Centennial celebration in 2012. A community volunteer who is an avid “geocacher” and also served as the Chair of the City’s Human Relations Commission, conducted three instructional sessions at the La Mesa Library. A total of 97 people attended the sessions. The activity involved hidden caches and a puzzle designed to get people familiar with La

	<p>Mesa parks and other prominent locations in the City.</p> <ul style="list-style-type: none"> ✓ La Mesa: Community partners have 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. ✓ 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. Garden and nutrition education has been provided directly to more than 800 individuals, with garden construction at four sites providing a venue for reaching a much larger number of East County residents in 2012. ✓ 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 (RGEC) student took what he learned about community garden management and incorporated it into a class he teaches on sustainable systems. The materials were used to establish a garden at a San Diego church which will be open to the community. This community garden is one of four now established through RGEC efforts, three of which are operated in partnership with faith communities.
<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</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.

<p>in healthy lifestyles topic</p>	<ul style="list-style-type: none"> ✓ 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. ✓ Spring Valley: In addition to the presentation indicated above, RGEC classes on community garden management were presented at two additional faith communities.
<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"> ✓ La Mesa: The City received a grant from the Cities for Workforce Health (CWH) Program, a partner of the League of California Cities, that provides one-on-one consultation and \$5,000 credit towards wellness programming through Kaiser Permanente HealthWorks for enhancement to the City’s Employee Wellness Program. La Mesa was one of 5 cities in the state to receive a grant award. ✓ 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</p>	 <ul style="list-style-type: none"> ✓ 18 local businesses and organizations and 2 media partners have sponsored or supported

<p>of Live Well activities.</p> <p>9b. Work with business owners and/or managers to design and implement employee wellness programs and/or activities.</p>	<p>Live Well community 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○ Performance Bicycle○ Trek
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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</p> <p>1a. Identify tools and standards useful in organizing local data collection activities.</p>	 <ul style="list-style-type: none"> ✓ La Mesa’s Public Works Department has photographed all of the street elements in La Mesa to aid in infrastructure repair. ✓ In 2012 as part of the Citywide Parks Master Plan, all of La Mesa’s main streets were audited to determine obstacles to walkability. ✓ La Mesa youth through the CX3 initiative tracks obstacles to walkability in focused areas as part of walk audits to develop plans to improve pedestrian friendly environments. ✓ Spring Valley: In addition to Healthy Adventures parks surveys and scans, County Parks and Recreation staff has 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>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 12% decrease between 2000 and 2010 in the number of deaths in La Mesa due to these four chronic diseases from 65% to 53%. Between 2007 when the Live Well Initiative was launched, and 2010, the most recent statistics available, there has been a 17% decrease in the 3-4-50 death rate.

	<ul style="list-style-type: none"> ✓ La Mesa: Baseline data has been gathered and compiled through <i>Safe Routes to School Parent Surveys and Student Tallies</i> of travel behavior in 8 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. ✓ Fitness Gram data from the CA Department of Education shows improvement between FY 2010/2011 and FY 2011/2012 in grades 5, 7, and 9 for students in the high risk category for both aerobic capacity and body composition. The results for students in the Healthy Fitness Zone (HFZ) are mixed with students in grade 5 improved in both aerobic capacity and body composition; students in grade 7 improved in body composition but down in aerobic capacity; and students in grade 9 improved in aerobic capacity but down in body composition.
<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. Due to staffing constraints additional work for this goal is not currently active. ✓ 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> <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"> ✓ 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 articles on Live Well-aligned projects. These include the community garden, Regional Garden Education Center classes, playground builds, and new sports fields. Articles include Union Tribune coverage of community garden (July 3, 2010); AOL Patch features on February 18, 2011 (Playground build); May 12, 2011 (garden program); July 15, 2011 (sports fields); April 18, 2012 (It's How We Live); September 29, 2012 (park support). The AOL Patch editor is a member of the Spring Valley Youth & Family Coalition. ✓ La Mesa: Media coverage of Live Well includes: <ul style="list-style-type: none"> ○ 2012-13 media coverage of Safe Routes intergenerational program included 12 media hits that involved print, television, and online media: Fox 5, KUSI, La Mesa FOCUS, East County Californian, East County Magazine, La Mesa Courier, La Mesa Patch, La Mesa Today, San Diego County News, and U-T San Diego.

	<ul style="list-style-type: none"> ○ Caltrans District 11, San Diego County website article 2012, Safe Routes to School Success Story. ○ East County Magazine on July 17, 2012 article on the “Amazing Geocache Challenge.” ○ La Mesa Courier/ScoopSanDiego.com article from October 1, 2012 “La Mesa Students Encouraged to Walk -n- Roll” [Safe Routes to School program]. ○ La Mesa Patch article from November 2, 2012 “La Mesa Rated Second Most Walkable City in San Diego County” [by WALKSanDiego]. ○ La Mesa Courier/ScoopSanDiego.com article from February 11, 2013 “La Mesa Safe Routes to School Program Hosts spring Orientations for New Volunteers” [Safe Routes Intergenerational program]. ○ La Mesa Courier/ScoopSanDiego.com article “La Mesa Named Playful City USA for Sixth Straight Year.” ○ May 8, 2013 - National League of Cities report “Municipal Leadership for Children and Families in Small and Mid-Sized Cities” featuring La Mesa participation in CA Institute for Local Government’s Communities for Healthy Kids initiative. ○ 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 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. ○ News releases were generated for the 24-Hour Fitness event in May 2011 and the “Summer Fruit Tree Pruning Workshop” in July 2011. ○ Western City magazine from April 2010 article “La Mesa Tackles Fitness with “ready...set...Live Well” program. ○ La Mesa FOCUS 2010 Safe Routes to School promotions ✓ La Mesa: Web presence on the City of La Mesa website. ✓ Spring Valley: Media coverage of Live Well includes: <ul style="list-style-type: none"> ○ Spring Valley Patch It’s How We Live coverage on April 18, 2012 ○ Spring Valley Patch park support on September 29, 2012 ○ Union-Tribune coverage of community garden July 3, 2010 ○ Spring Valley Patch playground build on February 18, 2011 ○ Spring Valley Patch garden program on May 12, 2011 ○ Spring Valley Patch sports field coverage on July 15, 2011
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<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: A \$177,631 grant from The California Endowment (TCE) extended through 2011. This grant supported creation of critical regional partnerships, development of the Live Well strategic plan, and establishment of focused work groups to support the various elements of the strategic plan. ✓ 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 crosswalks and speed feedback signs near La Mesa Dale, Rolando, Lemon Avenue, Northmont, Maryland Avenue, and Murray Manor Elementary schools (\$385,500). ○ Davenport Institute at Pepperdine University to fund training for Youth Commissioners and staff in preparation for a Teen Summit held February 25, 2012. ○ A challenge grant from the Junior Seau Foundation and Ed and Sandy Burr of EDCO totaling \$100,000 for renovation of the synthetic turf football field at the Junior Seau Sports Complex. ○ A grant of \$8,000 from La Mesa Rotary to provide outdoor fitness equipment at Porter Park adjacent to the Adult Enrichment Center. ○ 30 hours of one-on-one consultation and \$5,000 credit towards wellness programming through Kaiser Permanente HealthWorks for enhancement to the City’s Employee Wellness Program. From the Cities for Workforce Health Program. (See #8 under Community Engagement). ○ Safe Routes to School Federal Noninfrastructure grant supporting 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 (\$453,090). ○ Safe Routes 2 School State Grant for construction at Orien Avenue and Lowell to improve walking safety and convenience for families near local schools (\$414,455). ○ Safe Routes to School Federal Grant to support construction of new sidewalks on Glen Street to improve walking safety and convenience for families of Lemon Avenue Elementary School (\$522,300). ○ A Safe Routes to School State grant 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 (\$162,440).
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	<ul style="list-style-type: none"> ○ Safe Routes to School Infrastructure Grant awarded for construction of a missing sidewalk on Maryland Avenue and traffic signal and other pedestrian improvements at intersections near La Mesa schools (\$323,400). ○ A grant of \$107,000 from the La Mesa Park and Recreation Foundation in 2010 for renovation of the playground at Jackson Park. ✓ Spring Valley grants identified and applied for during 2012-2013 include: <ul style="list-style-type: none"> ○ Regional Garden Education Center: \$10,000 Healthy Works grant plus application \$5,000 equipment allocation ○ KaBoom! playground maintenance grant \$750
<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 updated and circulated in September 2013.