

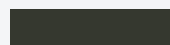
UC SAN DIEGO HEALTH  
CENTER FOR COMMUNITY HEALTH

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CHULA VISTA, CA

HEALTHIEST  
CITIES & COUNTIES  
CHALLENGE PROJECT



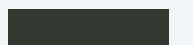




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# Presentation Goals & Objectives

- Provide an overview of the Chula Vista Healthiest Cities & Counties Challenge Project.
- Introduce our community engagement model.
- Discuss key community engagement barriers and challenges.





# UC San Diego Center for Community Health

Transforming health and  
wellness in diverse  
communities by  
improving health equity.







# San Diego County Childhood Obesity Initiative

We envision healthy eating and active living resulting in optimal health and wellness for all children and families in the San Diego region.





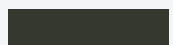
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# Key Program Goals & Strategies

GOAL 1: INCREASE FOOD SECURITY LEVELS, AND OBESITY PREVENTION AMONG CHULA VISTA COMMUNITY MEMBERS.

- Strategy 1: Engage the support of both traditional and non-traditional partners toward a fully integrated and coordinated food security and obesity prevention program.
- Strategy 2: Develop and implement a Food Security Nutrition Incentive Program for Chula Vista community members.

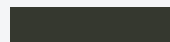
GOAL 2: BUILD RESIDENT CAPACITY TO ENHANCE HEALTH EQUITY, SOCIAL JUSTICE, FOOD SECURITY AND OBESITY PREVENTION ACROSS CHULA VISTA.

- Strategy 1: Develop a Resident Leadership Academy, employing popular education and collective learning, to achieve policy, systems and environmental change.
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# Program Partners

- Chula Vista Community Collaborative
- Chula Vista Elementary School District
- City Chula Vista
- County of San Diego Health & Human Services Agency
- First 5 San Diego
- Global Action Research Center
- Mi Clínica/ San Ysidro Health
- Northgate Gonzalez Market
- San Diego County Childhood Obesity Initiative
- San Diego County Promotores Coalition
- San Diego Hunger Coalition
- South Bay Community Services
- UC San Diego
- Sanford Institute for Compassion and Empathy
- University of California San Diego Health, Center for Community Health
- WE SUPPORT U
- YMCA of San Diego County





# Community Engagement – Promotores Model

A community health worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served.





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# Community Engagement – Promotores Model



## Building Community Capacity

- Outreach & Engagement
- Community Education
- Social Support
- Advocacy
- Creating Social Changes



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# Community Engagement – Promotores Model

- Health Equity: Due to significantly higher rates of COVID-19 infection among underserved community members, Promotores are helping with education, referrals, and linkages to COVID-19 services as part of a COVID-19 Health Equity Initiative.
- 2020 Census: Promotores are supporting families in completing the census, including addressing the fears, and hopes of the Latinx community.





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# Community Engagement - Resident Leadership

Live Well San Diego's Resident Leadership Academy is a curriculum-based leadership program that empowers residents from under-served and under-resourced communities to make positive changes in their community.

This nationally recognized Authentic Community Engagement Model, is enhancing health equity and social justice in communities across California.





# Resident Leadership Academy

Week	Topic	Objectives
1	Orientation Overview of Healthy Chula Vista project Overview of RLA Social Determinants of Health Introduction to Community Improvement Project	<ul style="list-style-type: none"> <li>➤ Identify chronic health issues in our communities.</li> <li>➤ Introduce the Social-Ecological Model and how to apply it to promote community health.</li> <li>➤ Understand social determinants and their effect on health.</li> <li>➤ Understanding of health equity</li> </ul>
2	Promoting Health Land Use	<ul style="list-style-type: none"> <li>➤ Identify health determinants and how they affect health.</li> <li>➤ Identify changes that can be made in communities to improve health.</li> </ul>
3	Promoting Health Active Transportation Food Systems	<ul style="list-style-type: none"> <li>➤ Identify health determinants and how they affect health.</li> <li>➤ Identify changes that can be made in communities to improve health.</li> </ul>
4	Promoting Health Food Systems	<ul style="list-style-type: none"> <li>➤ Identify health determinants and how they affect health.</li> <li>➤ Identify changes that can be made in communities to improve health.</li> </ul>
5	Introduction to Civic Engagement And photo voice project	<ul style="list-style-type: none"> <li>➤ Understand what civic engagement is and how to influence the decision-making process.</li> <li>➤ Introduce Community Improvement Project idea</li> <li>➤ Identify community issues that affect food security</li> </ul>



# Resident Leadership Academy


Week	Topic	Objectives
6	Levels of Change	<ul style="list-style-type: none"><li>➤ Understand Levels of change</li><li>➤ Decide on Focus: Individuals or Conditions?</li><li>➤ Decide on Purpose: Remediation, Building Capacity, or System Change?</li></ul>
7	Opportunities for Change	<ul style="list-style-type: none"><li>➤ Identify the root cause of issue(s)</li><li>➤ Conduct a Community Power Analysis</li><li>➤ Identify Strategic Direction</li></ul>
8	Define Success	<ul style="list-style-type: none"><li>➤ Identify Success</li><li>➤ Identify Stakeholders</li><li>➤ Conduct a Power Scope</li></ul>
9	Community Improvement Project	<ul style="list-style-type: none"><li>➤ Create an implementation plan for a Food Security/Obesity Prevention Improvement Project.</li></ul>
10	Project Evaluation Celebration/Graduation	<ul style="list-style-type: none"><li>➤ Development of project action plan and timeline</li></ul>



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# Popular Education & Collective Learning Model

“In the context of social injustice, education can never be politically neutral. If it does not side with the poorest and marginalised sectors- the 'oppressed' – in an attempt to transform society, then it necessarily sides with the 'oppressors' in maintaining the existing structures of oppression, even if by default.” – Kane, Liam (2001) Popular Education and Social Change in Latin America

- Popular education is a concept grounded in notions of class, political struggle, and social transformation.
  - We are all teachers, and we are all learners.
  - Everyone is a resource of knowledge as a result of her/ his life experience.
  - In order to make our communities healthier and better places to live, it is essential that we all work together. We need everyone’s collective knowledge, learning, skills, opinions, and ideas to create healthy, equitable and just communities.
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# Barriers/Challenges to Community Engagement

- Addressing COVID-19 related challenges, including virtual meetings as it relates to community engagement and resident leader recruitment.
  - Ensuring community ownership and participation, from program planning through program implementation and evaluation.
  - Understanding of and inclusion of existing (legacy) programs, including community networks and resources.
  - Providing incentives for community engagement and participation.
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# Thank you!

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