



San Diego Promise Zone

Healthy Communities Working Group

Thursday, September 16th | 1:00 – 2:30 PM

Via Zoom (Meeting ID: 979 7737 1015 | Passcode: 486144)

Working Group Goal: To increase access to healthcare and healthy foods.

In Attendance

Barrio Botany, City of San Diego's Economic Development Department, Corona Enterprises, County of San Diego's Health & Human Services, Kate Sessions Trees, mohuman, Mongol Tribe, Project New Village, Rady's Children Hospital, San Diego for Every Child, Urban Collaborative Project, Urban Corps of San Diego County

Meeting Notes

Welcome, Agenda Review, and Introduction

- Culture share: What sport did you play growing up?

Partner Announcements

- **Promise Zone Staff:** We have the opportunity to collaborate with Blue Shield of California's Promise Health Plan, which is tapping community organizations in San Diego to create safe spaces for youth to learn about mental health through art and creative projects.
 - The Blue Shield Team is looking for samples and other facilitation materials that would help guide youth in their artistic and emotional expressions, with an outcome of a mural or another art project.
 - The art projects have the potential to culminate in a permanent mural in the community. If you would like to participate, have ideas who could benefit from such a program, or know a good place that could use an installation, please reach out by Friday, September 17th.
 - If you are interested or have additional questions, feel free to reach out to Xiomalys (Xio) Crespo at Xcrespo@sandiego.gov.
- **Promise Zone Staff:** We will be rolling out the new Promise Zone website by the end of the month, which will include the following data resources:
 - Life Expectancy at Birth; CalFresh Households; Health Insurance Coverage; Dashboards: Health Insurance Coverage; Interactive Map: SDPZ Food Assets; Interactive Map: SDPZ Healthcare Assets; Interactive Map: SDPZ City Parks and Recreational Facilities; Interactive Map: Walkscore.com (Walk Score, Bike

Score, Transit Score); Urban Farming resources; SDPZ Environmental Conditions (Cal EnviroScreen 4.0)

- **Kate Sessions Trees:** The tree ambassador program is still taking applications for their internships. <https://forms.gle/fjAVeLmKfDAPvsMe6>
 - Trees and Climate Action Plans, workshop, Fri. Sept. 17, 11 am-noon, <https://us02web.zoom.us/j/8448377669>
- **Mongol Tribe:** Received a grant from The San Diego Foundation, which will fund a tree installation at Wild Willow Farm. It will include interactive signage and opportunities for self-guided tours.

Upcoming Funding Opportunities

Speaker: Lauren Welch, Urban Corps of San Diego County, Co-Chair

- **[Big Green Jumpstart:](#)** Educators who meet the following guidelines are encouraged to attend the Big Green Jumpstart webinar for more details: your school has a garden, and you want to do more with it; your school is planning for or has already identified ways to teach in the garden, right now; or you need more funds to engage more kids in more outdoor learning. Due September 15th, 2021
- **[Clean California:](#)** This is a \$1.1 billion initiative, in partnership with local governments, to revitalize California's Streets and public spaces through litter abatement and local beautification projects.
- **[America Walks Community Change Grants:](#)** This program will award grantees \$1,500 in community stipends for projects related to creating healthy, active, inclusive, accessible and engaged places to live, work, and play. Applications open in September.
- **[Agriculture Innovation Center Grant Program Department of Agriculture Business and Cooperative Programs:](#)** Offers \$7,392,479 total to provide technical assistance to agricultural producers to market value-added agricultural products. Due September 27th, 2021.
- **[CA Outdoor Equity Grants Program:](#)** Offers \$19,000,000 total to increase the ability of residents in low-income urban and rural communities to participate in outdoor experiences at state parks and other public lands. Due October 8th, 2021.
- **[Plant America Community Project Grants:](#)** Offers up to \$1,000.00 for each project in communities may include school gardens/classrooms. Due October 15th, 2021.
- **[CA Community Connections:](#)** Offers \$500,000 total to eliminate barriers that prevent people from accessing vital community resources. Due October 15th, 2021.
- **[CA Parks Regional Park Program:](#)** Offers \$23,125,000 total to create, expand, or improve regional parks and regional parks facilities. Due November 5th, 2021.
- **[Healthy Day Partners + SDG&E Healthy Communities Tree Program:](#)** Offers a \$1,500 microgrant as well as 10+ fruit trees to community and school gardens in San Diego County. Rolling deadline.

COVID-19 Vaccine Resources & Updates

Speaker: Dr. Kelly Motadel, MD, MPH, Child Health Officer, County of San Diego-Health & Human Services Agency

- Emphasized the value in layers of protection. No single prevention strategy is enough. Individuals should do things like washing hands, wearing masks, physically distancing, and vaccinating.
- The Delta variant has been a game changer for masking as it is more transmissible than other variants.
 - If you do get sick: monoclonal antibody therapy is available at [Monoclonal Antibody Therapy Clinics](#) (MARC) for outpatient, you don't need to be hospitalized to get the treatment.
 - Treatment at MARCs is free of cost. To receive this treatment, you must be 12 or older, within the first 10 days of mild symptoms, and in a high risk category.
- For more information, contact Dr. Motadel (Kelly.Motadel@sdcounty.ca.gov)

Social Media Best Practices

Speaker: Anna Vacchi Hill, City of San Diego's Communications Department

- The presentation focused specifically on the best practices for Facebook and Instagram, two of the most commonly used social media sites.
- The City has been able to grow their social following from 2,000 to 50,000(?)
- Key tips include:
 - Use vertical/square photos with no text, preferably with real people's faces (not stock photos)
 - Post at least 3 times per week: repeat content, use the same photos, create a recurring series, use content calendar
 - Utilize Instagram features like photo and video editing, location tags, and hashtags
 - Show off your staff and make your content personable
 - For more tips, visit <https://www.facebook.com/gpa>.
- Tips on cybersecurity:
 - Use 2-factor authentication
 - Have your organization account attached to a real person's account that can be verified with government ID

MTS Pronto Cards

Speaker: Barry Pollard, Urban Collaborative Project

- PRONTO cards are free for the month of September! This can be accessed via the MTS PRONTO app, and funds are good after September as long as you get the card during the month of September.

- MTS is looking to increase the number of electric buses in District 4 and wants to open an office there as well. This would bring 300-500 jobs but there isn't enough space.
- Urban Collaborative is working to make Gompers Prep Academy their transportation expo center. It will act as a hub to educate residents about scooters and other alternative transportation options.
- Barry Pollard also participates on the Redistricting Commission; there are no maps yet, but these changes will affect populations and possibly funding in different areas of the city.
- Barry Pollard would be happy to get someone from MTS or SANDAG to come and speak to this group about increased funding for alternative transportation infrastructure.

Sub-Group Updates

- **Active Living/Active Transportation:** Promise Zone Staff are continuing to work with the City's Communication Department to finalize the bike rack flyer and is currently translating it to Spanish. We hope to have a draft prepared for review next month.
- **Reengaging Healthcare Agencies:** As we shared in the partner announcements, Promise Zone staff are advocating for a mural project in the Promise Zone and are looking for partners who are interested in collaborating on the proposal. Please reach out to us over email if you are interested.
- **Urban Agriculture/Backyard Growing:** We are still in the process of having our Urban Agriculture flyer approved by the County so it can be printed. Promise Zone staff checked in with the Planning Department regarding the zoning code update to allow community gardens in parks under the update to the City's Park Master Plan. It is currently included in the 2021 Annual Comprehensive Code Update.
 - The Planning Department anticipates that the item will first be heard at the Community Planners Committee on Tuesday, September 28th

Wrap Up and Adjourn

Next Meeting

Thursday, October 21st, 2021 | 1:00 – 2:30 PM

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