



San Diego Promise Zone

Healthy Communities Working Group

Thursday, November 18th | 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

Aetna, Barrio Botany, City of San Diego's Communication Department, City of San Diego's Economic Development Department, City of San Diego's Planning Department, County of San Diego Health & Human Services, Kate Sessions Commitment, Project New Village, San Diego Co-Harvest, San Diego for Every Child, San Diego Parks Foundation, San Diego Unified School District, Sherman Heights Community Center, Urban Corps of San Diego County

Meeting Notes

Welcome, Agenda Review, and Introduction

Partner Announcements & Upcoming Funding Opportunities

- **Promise Zone** staff presented an update and overview on Promise Zone activities to the Economic Development and Intergovernmental Relations City Council Committee.
 - We will be opening our capacity building grant application for partners on December 1st. Visit the [Promise Zone website](#) for more information.
 - We are recruiting a new cohort of VISTAs. If partners know of anyone who might be a good fit, please send them our way.
- **San Diego for Every Child** is launching San Diego's first guaranteed income project. It will provide \$500 per month for 2 years. Applicants must reside in the following zip codes: 92114, 92139, 91950, 92173. [Apply Here.](#)
- **Kate Sessions Trees** will be focusing on their tree planting program over the next 5 months and still have Tree Ambassador paid internships available.
- **San Diego Parks Foundation** has formed a citizen's initiative in partnership with the San Diego Public Library Foundation for a parcel tax, which will be a measure on the 2022 ballot.
- **Grant Opportunities:**
 - [Equitable Community Revitalization Grant:](#) The Office of Brownfields will award more than \$200 million over 3 years to address impaired and underutilized properties in vulnerable communities. Depending on the project, awards range from \$80,000 to \$7 million. California local governments qualified 501(c)(3)

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nonprofits, and tribes are eligible. Pre-Qualifying Applications are due December 7th, 2021.

- [2022 USDA Farm to School Grant Request for Application](#): The USDA expects to award approximately \$12 million with up to \$50,000 in funding to help implement farm-to-school programs that increase access to local foods, connect children with agriculture, and encourage careers in agriculture. [Additional information can be found here](#). Due 11:59 PM ET on January 12th, 2022.
- [Growing Spaces Urban Farming Grant 2022](#): Offers up to \$2,500 to support nonprofits in urban farming. Due January 31st, 2022.
- [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.
- [California Native Plant Society](#): Mini grants (up to \$500) to fund supplies for educational & science projects, semi-public landscaping, habitat restoration, or competitive gardening events. Rolling deadline.
- [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

Dr. Kelly Motadel, County of San Diego Health & Human Services

- Boosters are available from Pfizer and Moderna and it is suggested you receive it 6 months after your first series. For Johnson & Johnson, you qualify 2 months after your vaccine.
 - Everyone 18+ is eligible and you may mix and match vaccines.
- Children 5-11 years old are now eligible to receive the Pfizer vaccine
 - Appointments are harder to get, but they are available.
 - Doses for children are smaller and have the same side effects as adults and teens. Risk of heart issues that have been documented primarily in males 16-30 years old don't seem to be present.

Pitching the Media -- Continued

Jerry McCormick, City of San Diego

1. **Do you REALLY have something to say?** Think about the message you are trying to get across. Is it an event that could be popular? Are there strong and exciting visuals?
2. **Who is your audience?** Seniors? Mothers? Teenagers? Plan your strategy!
3. **Watch the news.** Certain TV stations, newspapers have a target audience. Does that audience fit your message?
4. **Have a strong spokesperson.** Is that person media trained? Can they make a sentence without using "like" and "um?"
5. **Plan ahead.** Send press releases, media advisories at least a week ahead of the event and then again two to three days before the event.
6. **Send to the right person.** Do research to see what reporter has covered events like yours before. (A simple Google search will do!) The contact information of reporters

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tends to be online--send information to the reporter AND editor/assignment desk, who assign reporters stories.

7. **What if they can't make it to your event?** Have someone take photos or video of the event and send it to the editors and assignment desk. You could still get coverage!
- Partner questions
 - Is there a way to stop yourself from saying 'like' and 'um' on camera?
 - Yes, you can practice. You don't want to sound rehearsed, but you want to make the editor's job easier and to use the time you have effectively.
 - Are there resources for the group that help with public speaking? Toastmasters, LinkedIn learning, rehearse in your mirror at home, KISS (keep it simple stupid).
- Jerry strongly recommends getting familiar with the local news ecosystem here in town, learn what stations and papers will allow longer segments, don't just think about the big networks and papers, tap into small local markets and outlets.
- Remember there are certain times of the year where reporters are looking for more stories (Sweeps months – February, May, July, & November)

Blueprint SD Overview

Seth Litchney, City of San Diego's Planning Department

- Blueprint SD is a proposal for community planning that aligns with the City's climate and equity goals. It is intended to promote climate-friendly community planning.
- Why do we need blueprinting?
 - Housing needs: Over the next 10 years, we need over 108,000 new housing units. The City missed its previous goals by 40,000, and we need housing available for all income levels.
 - Climate goals: the City of San Diego intends to reduce its greenhouse gas emissions and prepare for the coming effects of climate change.
- The Planning Department has big changes coming in transit options. SANDAG has proposed a plan that will expand transit options and accessibility all over the county.
- Equitable community planning, old community plans need to be updated to align with the new goals and expectations (some have not been updated since the 1970s).
- The general plan is a guide for development, vision and foundation for land use and mobility, outlining citywide goals and policies.
- The public engagement timeline will be:
 - Fall 2021- Spring 2022: Learning – community forums, stakeholders
 - Summer 2022- Fall 2022: Sharing
 - Fall 2022 & Beyond: Implementing
- Visit <https://www.sandiego.gov/blueprint-sd> for more information.

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Subgroup Updates, Wrap Up and Adjourn

- **Active Living/Active Transportation:** The draft form of the Bike Rack Flyer is complete, and we are looking for feedback so we can move forward with plans for distribution at our next subgroup meeting.
- **Re-Engaging Healthcare Partners:** The Promise Zone recommended a mural project to the BlueShield of California Promise Community Resiliency Workgroup. The recommended project brings art and wellness together by exploring perceptions of

safety and promoting access to healthcare and mental health resources for Opportunity Youth through art, in alignment with the goals of the San Diego Promise Zone's Safety and Healthy Communities working groups.

Next Meeting

Thursday, January 20th, 2021 | 1:00 – 2:30 PM
Via Zoom