

**City of San Diego Promise Zone 2016 Proposal: Goals and Activities**

<b>Goal 6: Promote Health and Access to Healthcare</b>	
<p>Creating a pathway from poverty to promise to prosperity through the creation of safe and healthy places that serve as preventive health care, engage residents, and continue to promote a culture that values health, safety, and connectedness.</p>	
<b>Activity 6A</b>	<b>Build resident capacity and leadership through the creation of a healthy and accessible food system that can be seen and experienced in a transformed built environment. Reduce rates of chronic disease by leveraging AB551 to grow urban farming.</b>
<p><b><u>Rationale/Evidence</u></b>                      The Accountable Health Communities (ACH) model explains that the creation of healthy spaces and places is in fact a form of preventative healthcare. The AHC model tell us that unmet health-related social needs, such as food insecurity and lack of safety, may increase the risk of developing chronic conditions, and lead to avoidable health care utilization. Green and vibrant communities offer a holistic approach to healthcare through active, safe, and thriving neighborhoods.</p>	
<p><b><u>Implementing Partners</u></b>                      HHSa will support a community engagement project in the SDPZ to advance city policies that improve access to healthy food and advance local infrastructure changes to promote urban gardening using Live Well San Diego vision. Utilize RLA curriculum to create resident leaders in each community who work with institutions to encourage health eating.                      City of SD Environmental Services Dept will support development of urban gardens.                      SDUSD will promote community gardens to students and families.</p>	
<p><b><u>Committed Financial Support</u></b>                      Grant or Direct Allocation</p> <ul style="list-style-type: none"> <li>• Federal Government: Approx. \$160,000, USDA, 10/01/2016-09/30/2019, RPF not yet released; currently being developed. HHSa's Nutrition Education and Obesity Prevention Program (NEOP) funded by the USDA will support the development a community engagement project in Southeastern San Diego using the Resident Leadership Academy (RLA) model to advance city policies that improve active living/transportation and access to healthy food, particularly benefitting communities of need, and to advance local infrastructure changes that improve the walkability/bikeability of Southeastern San Diego. Specifically, the NEOP program will fund a community-based organization to lead this project by engaging and organizing residents, building partnerships and engaging other community partners in the policy and environmental change effort, and building sustainable relationships and working closely with city staff to plan and bring about the changes. The County of San Diego HHSa plans to contract with a community based organization for approximately \$80,000/year in the Promise Zone to support resident engagement.</li> <li>• Federal Government: Approx. \$80,000, USDA, 10/01/2016-09/30/2019, HHSa will provide public health staff to provide technical assistance to the community in their implementation of this community engagement project. In addition to technical assistance from County staff and existing contractors, approximately \$80,000 (over three years) worth of services from an active transportation consultant will be available within the Promise Zone.</li> </ul>	
<p><b><u>Financial Support Needed</u></b>                      Grant or Direct Allocation</p> <ul style="list-style-type: none"> <li>• \$450,000, California Department of Food and Agriculture, 10/01/2016-03/31/2019, 2016 Specialty Crop Block Grant Program from the California Department of Food and Agriculture: The County of San Diego was asked to submit a Phase II application to support a county-wide project to increase market potential for imperfect produce. While the focus is county-wide, food system work within the Promise Zone will be supported to link residents to affordable produce. The requested budget over three years is approximately \$450,000.</li> </ul>	
<p><b><u>Committed Non-Financial Support</u></b></p> <ul style="list-style-type: none"> <li>• In-kind from HHSa (via staff time) under the Nutrition Education and Obesity Prevention Program (NEOP),</li> </ul>	

**City of San Diego Promise Zone 2016 Proposal: Goals and Activities**

- for federal fiscal year 2017-2019 in Southeastern San Diego.
- In-kind support from the City of San Diego to work with property owners to participate in AB551.
  - In-kind from Supporting Partner Second Chance (via staff time) to teach elements of the Second Chance Youth Garden program that combines in class and experiential learning in order to increase youth awareness of urban agriculture and food justice.

**Expected Outcomes and Measurement**

- Increase the availability of and access to healthy food in the zone to promote a healthy diet and decrease chronic disease by creating at least one community garden in each SDPZ neighborhood.
- Increase access to fresh produce for all residents within the SDPZ by creating 6 new access points to fresh produce (e.g., CSA drop-off, community garden, retailers).
- At least 24 RLA participants become resident leaders with increased knowledge of nutrition and health promotion in the next 3 years.

**Data Collection, Tracking and Sharing**

- HHSA and City will track the number of RLA graduates, number of community gardens built in the zone, number of parcels enrolled in AB551, and number of outlets selling fresh produce and report back to the committee.
- San Diego Unified School District will report the number of outreach and education activities conducted in the SDPZ and report back to the committee.

**Timeline/Milestones for Implementation**

- Develop short term (2016-2018), intermediate (2019-2021) and long term goals (2022-2026) and metrics by July 2017
- In 2016, work with Community Planning Groups in each neighborhood to garner resident support for the SDPZ activities
- In 2017, map number of potential parcels to be used for community gardens
- Launch RLA within the SDPZ by 2016

<b>Activity 6B</b>	<b>Champion practices &amp; policies that promote a healthy food system (e.g., land use policies for healthy retail/urban agriculture/active transportation). Utilize City CIP &amp; other local initiatives to prioritize infrastructure spending within the zone.</b>
--------------------	---

**Rationale/Evidence**

It is critical to address health problems as complex as chronic disease with tools that are far-reaching, especially for vulnerable communities where rates of these diseases are disproportionately high. Adopting new policies and strengthening existing ones that enhance the food system and promote opportunities for physical activity, improve health outcomes, improve availability of healthy food for purchase, promote a vibrant community, and desirable agricultural landscape.

**Implementing Partners**

HHSA, City of SD, and Civic San Diego will assess, identify and implement policy changes which will result in improved land use for healthy retail/urban agriculture/active transportation.

o The City of SD will continue to engage entities which support this work in the SDPZ including Kitchens for Good, Second Chance, Family Health Centers of San Diego, Project New Village, San Diego Food System Alliance, Hunger Action Network, Hunger Coalition, and hospitals that serve the SPDZ.

**Committed Financial Support**

Grant or Direct Allocation

- State Government: \$4,016,000, Caltrans, 07/01/2016-06/30/2019, Through the Active Transportation Program (ATP) to improve pedestrian and bicycle infrastructure surrounding the intersection of Euclid Avenue and Market Street. City is grantee; JCNI is partner. This funding is also listed under the Reducing Violent Crime and Increasing Economic Activity goals, as it supports all three goal areas.
- Local, Regional, or Tribal Government: \$1,200,000, 06/22/2015-09/29/2019, Funding originating from the Centers for Disease Control and Prevention for development of two Community Comprehensive Active Transportation Plans and two Corridor Active Transportation Plans and feasibility analyses in previous City of San Diego Pedestrian Master Plan or Community Plan Update efforts. This funding is also listed under the Increasing Economic Activity and Reducing Violent Crime goals, as it supports all three goal areas.

**City of San Diego Promise Zone 2016 Proposal: Goals and Activities**

<b>Financial Support Needed</b>	
Grant or Direct Allocation <ul style="list-style-type: none"> <li>• \$450,000, 10/01/2016-03/31/2019, 2016 Specialty Crop Block Grant Program from the California Department of Food and Agriculture: The County of San Diego was asked to submit a Phase II application to support a county-wide project to increase market potential for imperfect produce. While the focus is county-wide, food system work within the Promise Zone will be supported to link residents to affordable produce. The requested budget over three years is approximately \$450,000.</li> </ul>	
<b>Committed Non-Financial Support</b>	
HHSa will provide public health staff to provide technical assistance to the community in their implementation of this community engagement project, Convening and hosting meetings related to shared use agreements, ongoing, SDPZ partners, residents and nonprofits in the SDPZ.	
<b>Non-Financial Support Needed</b>	
Prioritization of the City's Capital Improvement Projects (CIP) in the SDPZ that are calendared for completion between 2016 and 2021. Types of CIP include street light installation, upgrades to existing parks, street upgrades to include traffic calming measures - medians, bulb-outs and curb extensions, wider sidewalks, dedicated bike lanes, etc., in-kind support, ongoing, SDPZ partners, residents and nonprofits in the SDPZ.	
<b>Expected Outcomes and Measurement</b>	
<ul style="list-style-type: none"> <li>• Number of policies passed by Council; number of projects prioritized for implementation</li> <li>• Food System Working Group will touch on all aspects of the system report and food system map; stories of the food group so that SDPD can show up Creating of a State of the Food System report; six new health retail outlets per neighborhood</li> </ul>	
<b>Data Collection, Tracking and Sharing</b>	
<ul style="list-style-type: none"> <li>• HHSa will collect, analyze and share data at the SDPZ Health and Wellness subcommittee and at the SDPZ quarterly Executive Meetings.</li> <li>• Hospital Association of San Diego Hospital and Imperial County community health needs assessment (data comes from county and census)</li> </ul>	
<b>Timeline/Milestones for Implementation</b>	
<ul style="list-style-type: none"> <li>• Develop short term (2016-2018), intermediate (2019-2021) and long term goals (2022-2026) and metrics</li> <li>• Launch RLA within the SDPZ by 2016</li> <li>• Work with Community Planning Groups</li> <li>• Food System report- Outreach to stakeholders in 2016 and draft report outline in 2017 CIP Milestones.</li> </ul>	
<b>Activity 6C</b>	<b>Improve residents' health through access to healthcare insurance. Outreach and Enrollment coordinators will distribute information and offer free application assistance in health clinics located in the SDPZ.</b>
<b>Rationale/Evidence</b>	
People need access to convenient and affordable healthcare to ensure that their health needs are met. Despite the Affordable Care Act (ACA), many SDPZ residents remain uninsured due to multiple barriers such as language, immigration status fears, lack of computer access, lack of transportation and more. In the SDPZ, 27% of SDPZ residents remain uninsured, compared to 14% in the City overall.	
<b>Implementing Partners</b>	
The City of San Diego will work closely with supporting partner Family Health Centers of San Diego (FHCSd) to obtain and analyze data related to the uninsured and leverage the extensive outreach and enrollment operations of FHCSd to conduct targeted, resident-centered outreach and health insurance application assistance within the SDPZ. Additionally, the City of San Diego/FHCSd public/private partnership will use available data and resident input to address other healthcare access barriers.	
<b>Committed Financial Support</b>	
Grant or Direct Allocation <ul style="list-style-type: none"> <li>• Federal Government: \$430,604, 07/01/2016-12/31/2016, Health Resources and Services Administration Outreach and Enrollment Grant</li> <li>• Regional/National Nonprofit or Foundation: \$50,000, 07/01/2016-06/30/2017, National Council on Aging</li> </ul>	
<b>Financial Support Needed</b>	

City of San Diego Promise Zone 2016 Proposal: Goals and Activities

Grant or Direct Allocation

- \$3,875,436, Health Resources and Services Administration Outreach and Enrollment Grant, 07/01/2017-06/30/2026
- \$469,743, Centers for Medicare/Medicaid, 07/01/2017-06/30/2019
- \$1,125,000, Covered California, 12/31/2016-06/30/2026

**Expected Outcomes and Measurement**

Assist 8,200 people in the SDPZ apply and renew their health insurance annually.

Successfully enroll 6,550 people in health insurance annually.

**Data Collection, Tracking and Sharing**

FHCS will capture data related to number of application assistance sessions provided and the number of successful enrollments achieved as a result. Supporting partners will frequently report milestones to the SDPZ Health and Wellness subcommittee.

**Timeline/Milestones for Implementation**

Within the 10 year designation, we expect to assist 82,000 people and enroll 65,500 people.

DRAFT