

SAN DIEGO RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH (SDREACH)



South Region Community Leadership Team Meeting
April 8, 2024

Katherine Crow, Program Manager
Public Health Services – Maternal, Child, and Family Health Services Branch
Chronic Disease and Health Equity Unit

Kym Hodge, Health Planning and Program Specialist
Public Health Services – Epidemiology & Immunization Services Branch, Immunizations Unit

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



OVERVIEW



- ABOUT SAN DIEGO COUNTY
- OUR VISION
- 3-4-50 CONCEPT
- BACKGROUND
- PROJECT REVIEW: TIMELINE
- OBJECTIVES
- STRATEGIES
- ONGOING PLANNING AND IMPLEMENTATION

SANDIEGOCOUNTY.GOV/HHSA



ABOUT SAN DIEGO COUNTY

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)





- Busiest land border crossing in the world – 1 of 13 people who enter U.S. come through San Ysidro
- 3.3 million residents, roughly the same population as Connecticut
- Majority are minority populations
- 70 miles of Coastline
- 16 naval and military installations
- 18 federally recognized Indian reservations
- A total area of 4,526 square miles, larger than Rhode Island and Delaware combined.





OUR VISION

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



OUR VISION



LIVE WELL
SAN DIEGO

Building
Better
Health

Living
Safely

Thriving

SANDIEGOCOUNTY.GOV/HHSA





3-4-50 CONCEPT

SANDIEGOCOUNTY.GOV/HHSA



3-4-50 CONCEPT



The three numbers that affect us all:



1 World Health Organization (WHO). "The Global Strategy on Diet, Physical Activity and Health."
http://www.who.int/dietphysicalactivity/media/en/gsf_general.pdf (Accessed September 22, 2011).
2 3Four50, www.3four50.com (Accessed September 22, 2011).



BACKGROUND

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



NATIONAL REACH

- **Administered by:** the Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion
- **Goal:** to reduce racial and ethnic health disparities
- **Target populations:** Black/African American, Hispanic/Latino, Asian, American Indian, Native Hawaiian, Pacific Islander, and Alaska Natives
- **Total REACH recipients:** 50
- **Funding timeframe:** 2023-2028

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



Centers for Disease Control and Prevention

REACH

Racial and Ethnic Approaches to Community Health



SDREACH

- **Cooperative Agreement with:** the County of San Diego Health and Human Services Agency
- **Goal:** to achieve health equity for racial and ethnic populations with the highest burden of chronic diseases through:
- **Target populations:** Black/African American and Hispanic/Latino
- **Funding source:** CDC-RFA-DP23-0014
- **Term of agreement:** five years
- **Total funding:** \$5,109,495/\$1,021,899 annually

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



Nutrition

Physical Activity

Clinical-Community Linkages



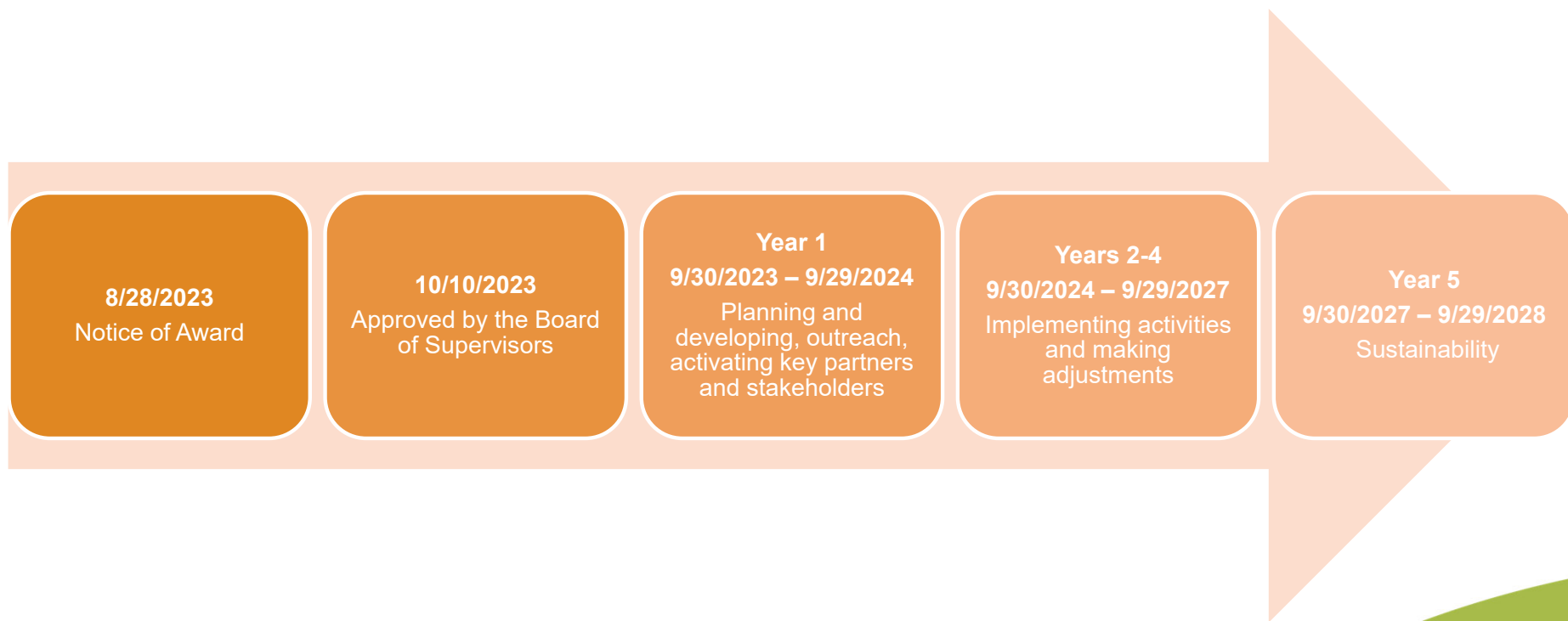


PROJECT REVIEW: TIMELINE

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



PROJECT REVIEW: TIMELINE





OBJECTIVES

SANDIEGOCOUNTY.GOV/HHSA



OBJECTIVES



[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



- Improve County food service operations
- Coordinate fruit and vegetable voucher incentive programs and fruit and vegetable prescription programs
- Improve activity-friendly routes to parks and open spaces
- Improve support for breastfeeding mothers
- Improve access to COVID-19 and flu vaccine resources





STRATEGIES

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



STRATEGY 1.1: NUTRITION

Key Activities



- Convene the County of San Diego Food Services Leadership Committee for input and support
- Support County food service operators to align with the new values-based procurement policy
- **Outcome:** Increased values-based food sourcing for two County food service operators

Partners: County of San Diego Food Service Operators and the *Live Well San Diego* Central Region Community Leadership Team

SANDIEGOCOUNTY.GOV/HHSA



STRATEGY 1.2: NUTRITION



Key Activities



- Engage Medi-Cal Managed Care Plans and employer-sponsored wellness programs to help with funding for fruit and vegetable incentive and fruit and vegetable prescription programs
- Build relationships with Black, Indigenous, and People of Color (BIPOC) to supply produce
- **Outcome:** Funding support established for fruit and vegetable programs through Medi-Cal Managed Care Plans and employer-sponsored programs

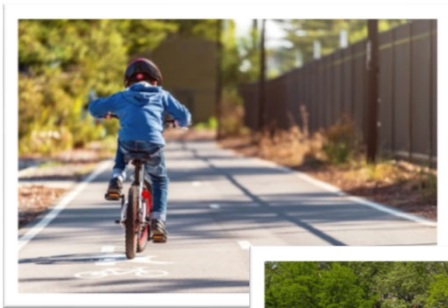
Partners: Medi-Cal Managed Care Plans, Public Health Alliance of Southern California, and
Live Well San Diego Central Region Community Leadership Team

STRATEGY 2: PHYSICAL ACTIVITY



Key Activities

- Develop and implement plans for active transportation-friendly routes
- Identify opportunities for Quick-Build interventions
- **Outcome:** Complete six bicycle and pedestrian-friendly roadway improvements to increase access to parks and open space



[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)

Partners: City of San Diego Planning Department , City of San Diego Parks and Recreation Department, Urban Collaborative Project, and *Live Well San Diego* Central Region Community Leadership Team

STRATEGY 3: BREASTFEEDING



Key Activities



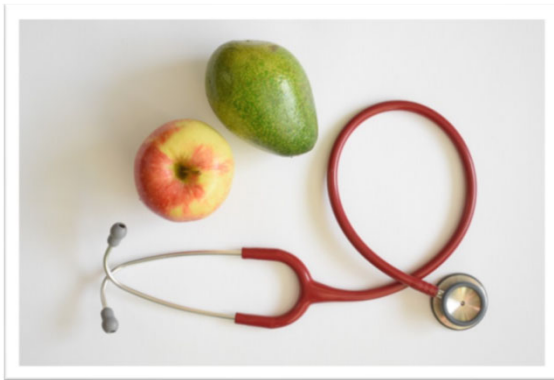
- Conduct breastfeeding needs assessment
- Provide professional and specialized training opportunities to nurses and home visitation staff
- Update policies and service guidelines for programs serving mothers and families
- **Outcome:** Adoption of policies and improved workforce capacity, i.e., home visitation program staff

Partners: San Diego Breastfeeding Coalition and *Live Well San Diego* Central Region Community Leadership Team

STRATEGY 4: IMMUNIZATIONS



Key Activities



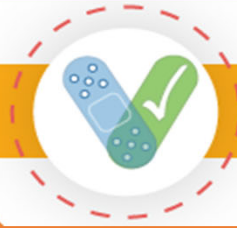
- Increase awareness of adult vaccine access
- Support adult COVID-19 and flu vaccinations among priority populations - African Americans and Hispanic Americans
- **Outcome:** Improved vaccination rates for adults

Partners: African American Black Immunization Outreach Workgroup, San Diego Immunization Coalition, and *Live Well San Diego* Central Region Community Leadership Team



[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)

Priority REACH Strategy: COVID-19, Flu, and Other Adults Vaccinations



Project Objectives:

- Provide education and outreach about COVID-19 and other adult immunizations to increase vaccine demand and access.
- Improve disproportionate vaccination rates for adults who are at risk for adverse health outcomes associated with COVID-19 and other diseases.
- Increase access to COVID-19 and influenza vaccinations for African American/Black and Hispanic Latinx communities.

Primary Geographic Locations:

Mid-City, Southeastern San Diego, National City
(zip codes 92102, 92104, 92105,
92113, 92115, 92136, 91950)



Immunization Strategies



Collective Impact:

Facilitate focus groups with community partners and coalitions to engage in conversations and gather input on vaccine hesitancy and strategies to develop effective communications to promote vaccine equity and demand.



Outreach:

Expand CDC campaign materials to develop tailored health campaigns to increase awareness and access to adult vaccines for COVID-19, influenza, and other adult vaccines. Audience-test materials and messages by gathering feedback.



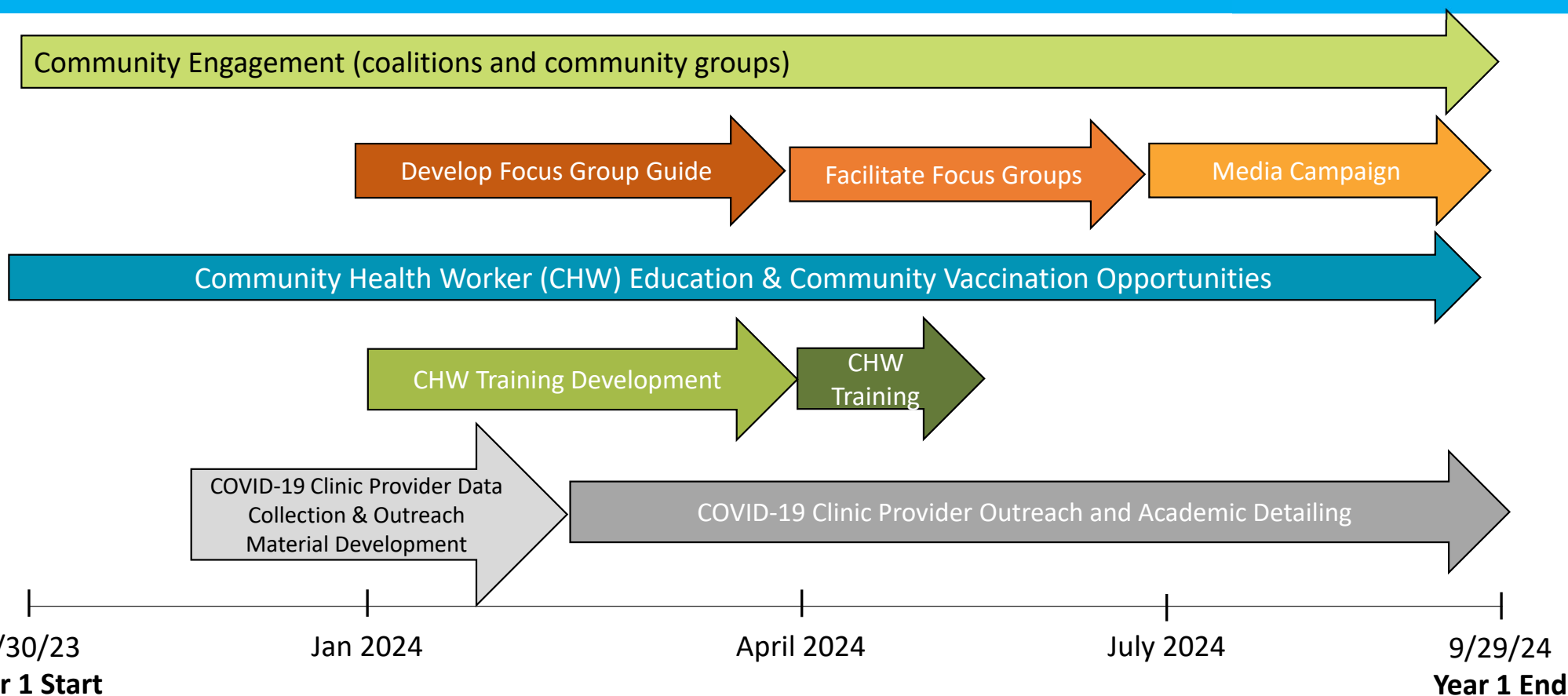
Provider Education:

Outreach to existing providers or provider organizations who serve uninsured adults with toolkits and academic detailing to encourage expanded vaccination opportunities at clinic locations through the San Diego Immunization Coalition network.



LIVE WELL
SAN DIEGO

REACH Year 1 Timeline



COVID-19, Flu, and Other Adult Vaccinations

COVID-19 and Flu

- Adults are recommended to receive 1-3 doses of the 2023-2024 COVID-19 vaccine, depending on prior COVID-19 vaccination history.
- Adults 65 years and older should receive 1 additional dose of any updated 2023–2024 COVID-19 vaccine, at least 4 months following the previous dose.
- Everyone six months of age and older should receive the flu vaccine every year.
- Find a vaccination location near you at MyTurn.ca.gov or vaccines.gov.

Other Recommended Vaccinations

- Adults should talk to their doctor about other adult vaccinations recommended for you based on age and any medical conditions.





ONGOING PLANNING AND IMPLEMENTATION

[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)



South Region Community and REACH

We are seeking South Region Community input and collaboration on:



Community organizations/locations interested in **partnering for community vaccination events** in National City and Southeastern San Diego.



Community agencies/organizations serving African American/Black and Hispanic/Latinx communities interested in **participating in focus groups**.



Feedback on materials on COVID-19 vaccinations for uninsured adults that will be tailored based on focus group input.



Partnering with COVID-19 vaccination providers to increase vaccination opportunities for your patients.

Provide your input today, via e-mail to IZINFO.HHSA@sdcounty.ca.gov
or via feedback form: <https://forms.office.com/g/yPp3iyyCxy>



LIVE WELL
SAN DIEGO

ONGOING PLANNING AND IMPLEMENTATION



- Continue connecting in the ongoing development and implementation of project
- Ensure connection with community stakeholders to ensure funding is meeting their needs



[SANDIEGOCOUNTY.GOV/HHSA](https://sandiegocounty.gov/hhsa)

Partners: African American Black Immunization Outreach Workgroup, San Diego Immunization Coalition, and *Live Well San Diego* Central Region Community Leadership Team



THANK YOU

San Diego's Racial and Ethnic Approaches to Community Health program is implemented by the County of San Diego in support of the *Live Well San Diego* vision for healthy, safe, and thriving communities. For more information, visit LiveWellSD.org. Made possible with funding from the Centers for Disease Control and Prevention.

San Diego REACH Contact:

Chesley Blevins, M.P.H.

Health Planning & Program Specialist

Maternal, Child, and Family Health Services

(619) 778-4676

SANDIEGOCOUNTY.GOV/HHSA



The Public Health Services department, County of San Diego Health and Human Services Agency, has maintained national public health accreditation, since May 17, 2016, and was re-accredited by the Public Health Accreditation Board on August 21, 2023.