



Working Together to Shape a Healthy Future  
*Facilitated by Community Health Improvement Partners*

## Multi-Sectoral Collaboration for a Healthy Food System

Colin Cureton, M.S., M.P.P | Food Systems Director  
San Diego County Childhood Obesity Initiative,  
facilitated by Community Health Improvement Partners

*Core funding provided in part by:*



*Facilitated by:*

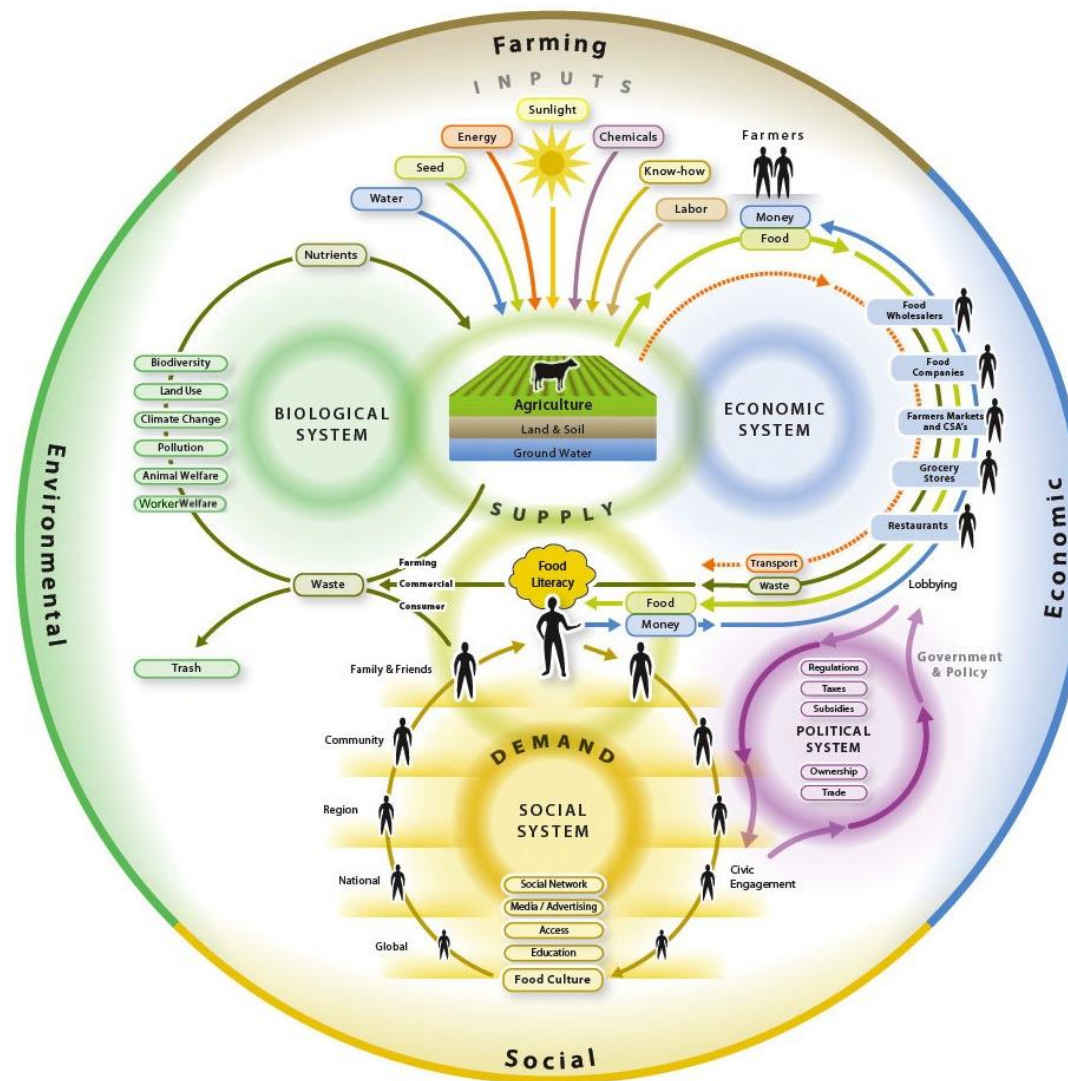


COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# What is the “food system?”

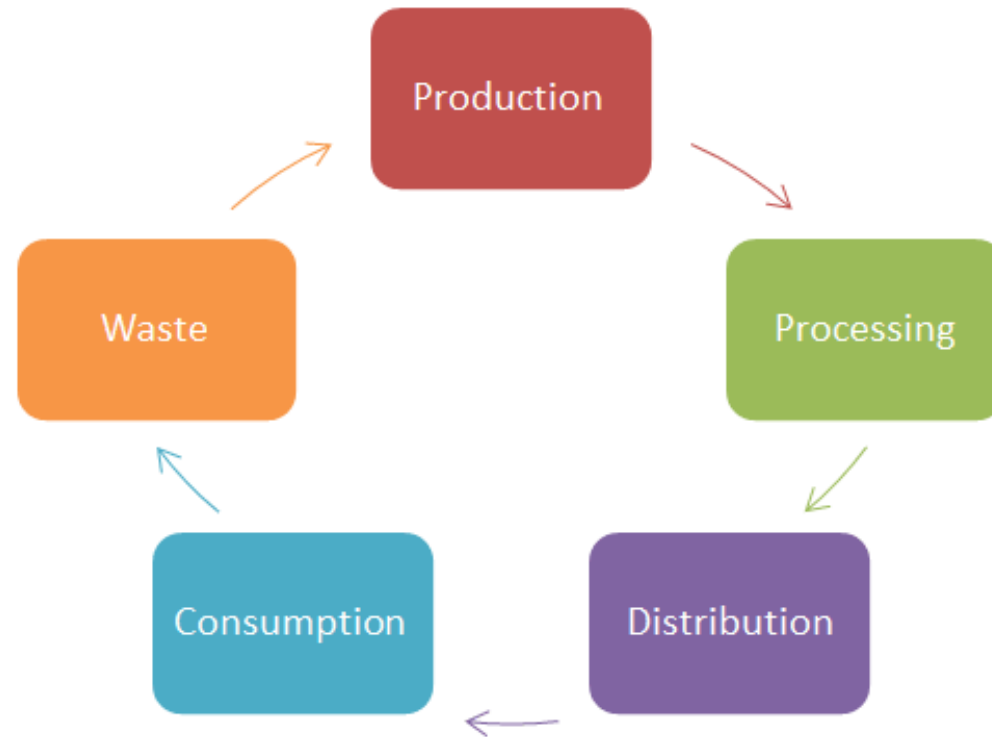


# What is the “food system?”



# What is the “food system?”

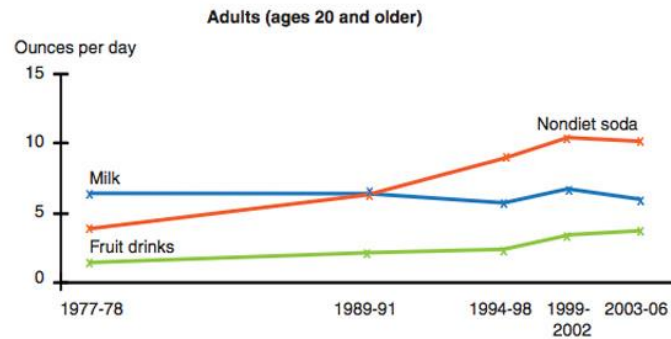
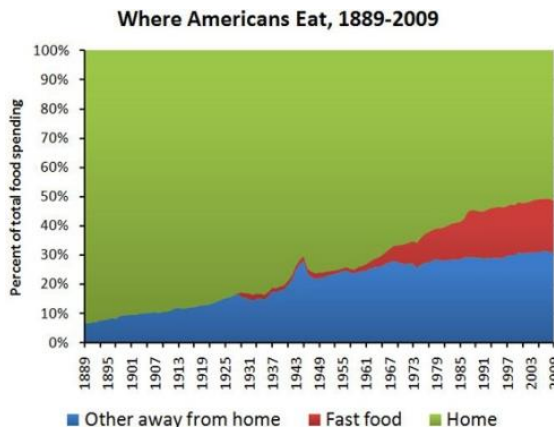
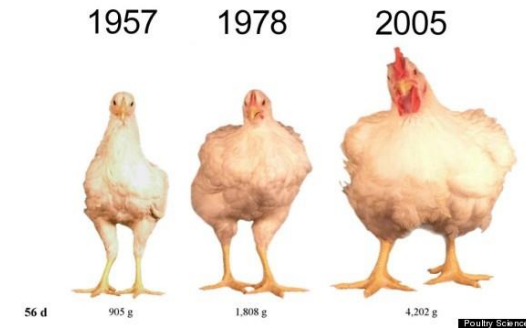
“A food system includes all processes and infrastructure involved in feeding a population: growing, harvesting, processing, packaging, transporting, marketing, consumption, and disposal of food and food-related items.”<sup>1</sup>



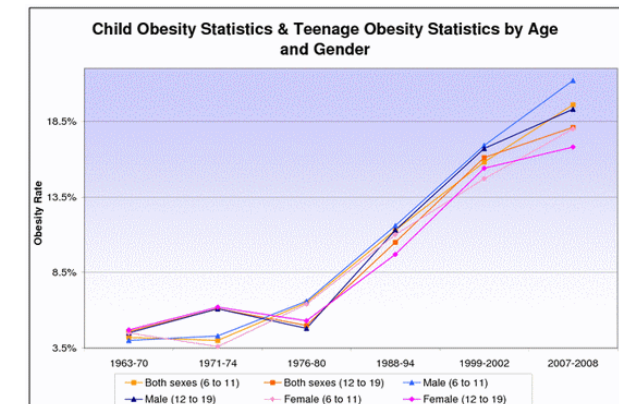
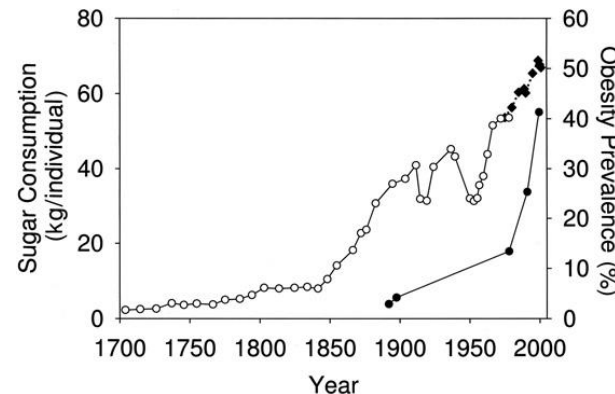
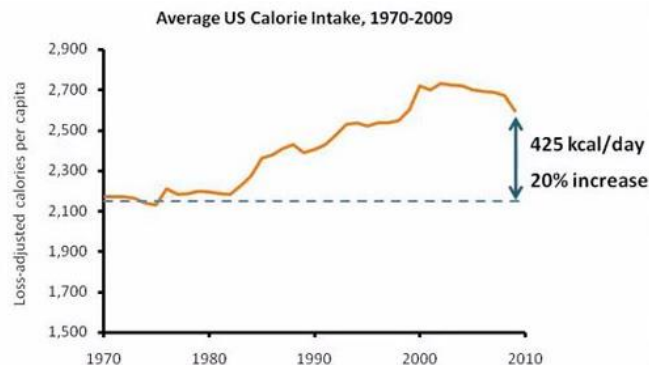
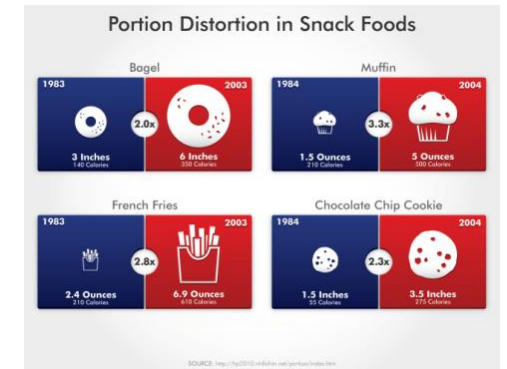
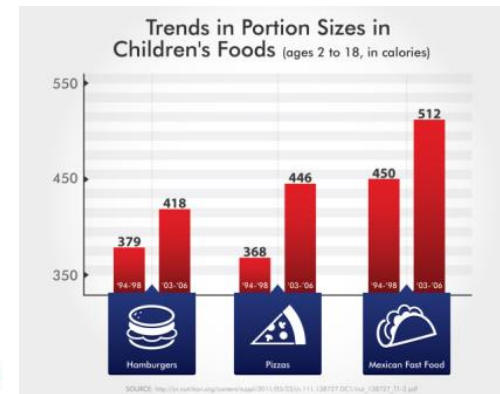
<sup>1</sup> [http://en.wikipedia.org/wiki/Food\\_systems](http://en.wikipedia.org/wiki/Food_systems)

# 20<sup>th</sup> Century Changes: Obesity and the Food System

- INCREASING farm size, industry consolidation, portion sizes, consumption of processed foods, soda size, snacking, total caloric intake, and... adult and child obesity rates!!



Source: ERS calculations based on USDA's 1977-78 Nationwide Food Consumption Survey (NFCSS) data, 1989-91 and 1994-98 Continuing Survey of Food Intakes by Individuals (CSFII), and the Centers for Disease Control and Prevention's (CDC) National Center for Health Statistics 1999-2006 National Health and Nutrition Examination Survey (NHANES).



# Context: COI



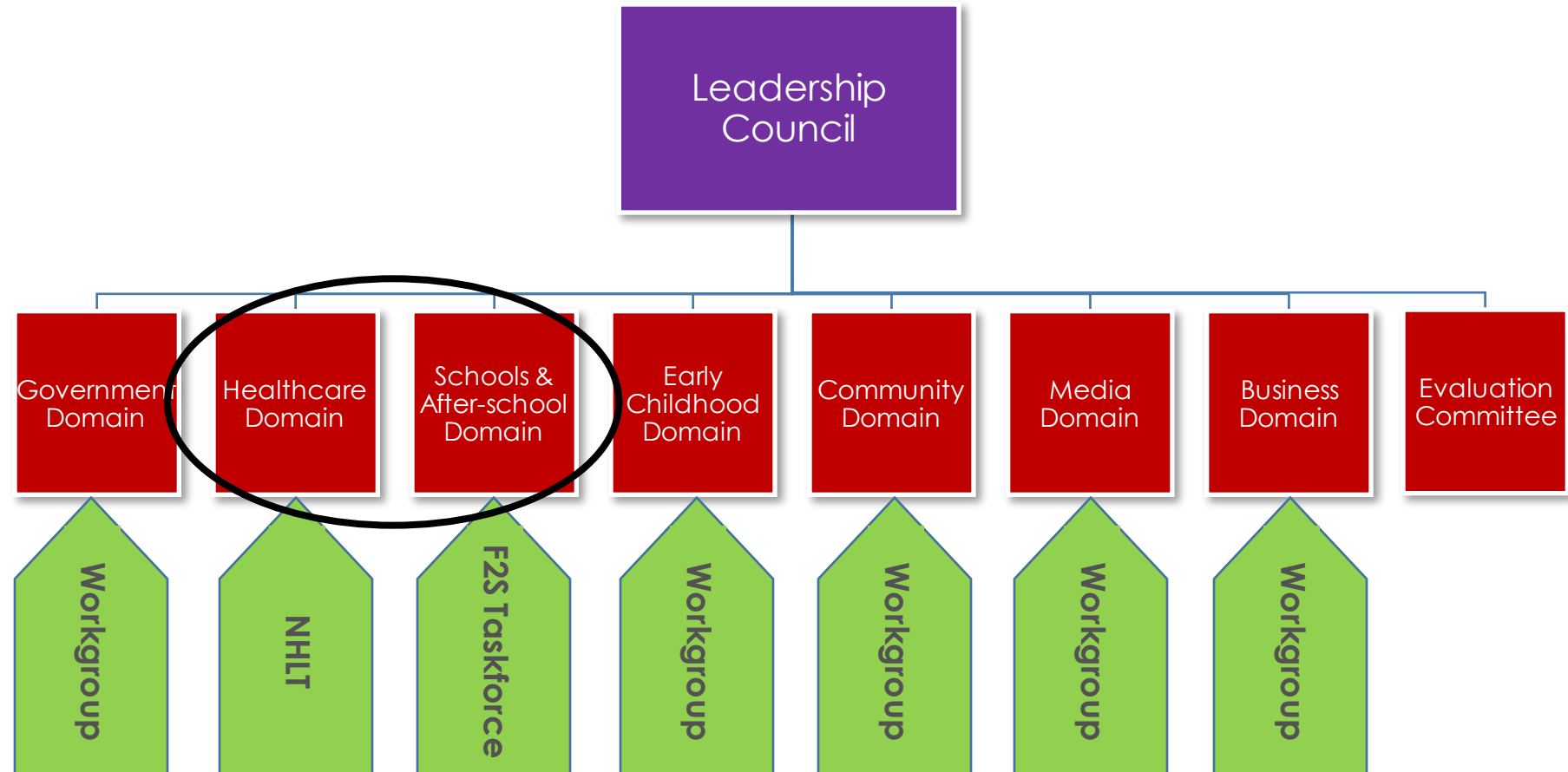
## San Diego County Childhood Obesity Initiative

- Collective impact initiative facilitated by Community Health Improvement Partners, or CHIP (“backbone organization”).
- Mission: Prevent and reduce childhood obesity through policy, systems, and environmental change.



# Childhood Obesity Initiative

## Infrastructure



# Context: San Diego County Farm to School Taskforce



Vision: San Diego County schoolchildren enjoy healthy foods that maximize seasonal and local products that bolster student achievement and wellness.

Mission: The San Diego County Farm to School Taskforce is a collaborative effort to increase consumption of local, healthful, seasonal foods and to improve food literacy within schools.

Membership (2014): 22 school districts, farmers, chefs, food distributors, numerous community partners.

## Activities & Accomplishments

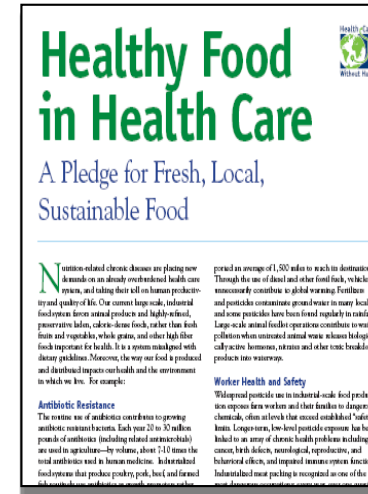
- Bi-monthly convenings
- Develop common definition of “local”
- Grower workshop (April, 2013)
- Two annual Lets Go Local! Produce Showcases
- USDA procurement training (April, 2015)
- Two SD County Farm to School Reports
- Two years of F2S profiles for SDC districts
- Annual seasonality chart
- Procurement assistance re: HOTM
- Brokering relationship between growers, distributors, and schools
- Market research/projecting institutional demand for local food
- Direct 1-on-1 TA with schools re: F2S
- Develop Garden-to-Café model with SDUSD



# Nutrition in Healthcare Leadership Team



COI Domain	Healthcare
Vision	San Diego County healthcare systems promote optimal health by ensuring all foods and beverages served are healthy, fresh, affordable, and produced in a manner that supports the local economy, environment, and community.
Mission	To advance healthful, sustainable food and beverage practices in San Diego County healthcare systems through collaboration.
Partners	Co-chairs: UCSD, Kaiser Permanente Team members: 22 local hospitals and health systems; Hospital Association of San Diego & Imperial Counties
Notable Activities	<ul style="list-style-type: none"> <li>• Strategic plan</li> <li>• “Rethink Your Drink” campaigns</li> <li>• CEO Roundtable event (July, 2013)</li> <li>• Food Matters training for health professionals (November, 2013)</li> <li>• Common definitions &amp; standards for 1) Healthy beverages, 2) Healthy vending, 3) Sustainable meat 4) Local produce</li> <li>• 2014 – procuring antibiotic free meat, expanding HOTM and CA Thursdays to hospitals.</li> <li>• Palomar Health Vegan Chef training (Spring, 2015)</li> <li>• Ed-Med Collaborative (2015-2017)</li> </ul>



# Strategies for Multi-Sector Collaboration

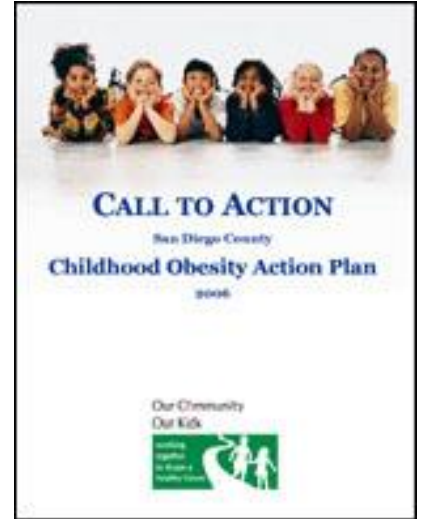
## Five Principles of Collective Impact

1. Common agenda
2. Backbone support organization
3. Mutually reinforcing activities
4. Continuous communication
5. Shared Measurement systems

# Strategies for Multi-Sector Collaboration

## Five Principles of Collective Impact

1. Common agenda
2. Backbone support organization
3. Mutually reinforcing activities
4. Continuous communication
5. Shared Measurement systems



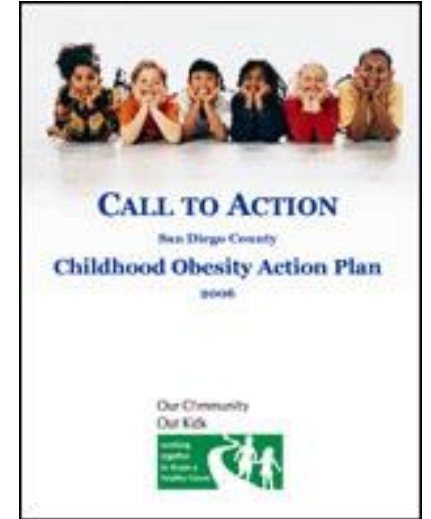
# Strategies for Multi-Sector Collaboration

## Five Principles of Collective Impact

1. Common agenda
2. Backbone support organization
3. Mutually reinforcing activities
4. Continuous communication
5. Shared Measurement systems



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



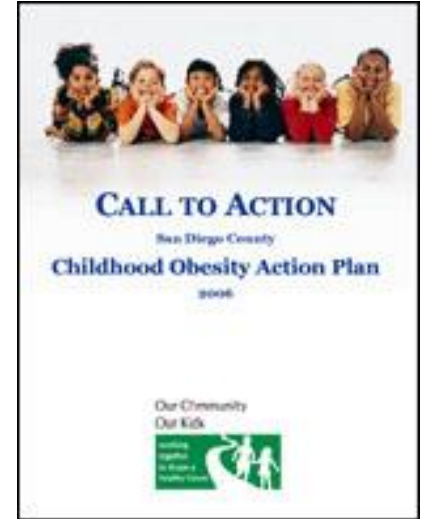
# Strategies for Multi-Sector Collaboration

## Five Principles of Collective Impact

1. Common agenda
2. Backbone support organization
3. Mutually reinforcing activities
4. Continuous communication
5. Shared Measurement systems



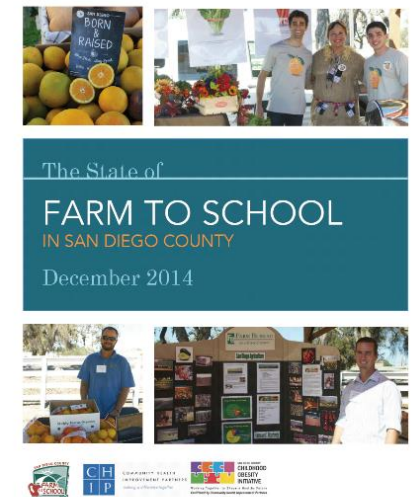
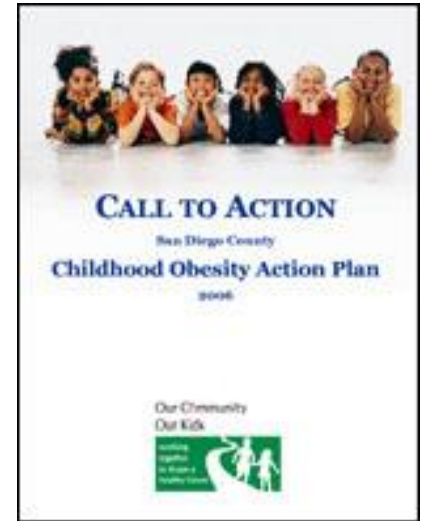
COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



# Strategies for Multi-Sector Collaboration

## Five Principles of Collective Impact

1. Common agenda
2. Backbone support organization
3. Mutually reinforcing activities
4. Continuous communication
5. Shared Measurement systems





# Example: Let's Go Local! Produce Showcase

- Starting in 2013, CHIP/COI have hosted LGL! as a venue for growers and distributors of local produce to connect with produce buyers (i.e. institutions, businesses, and community orgs.) to develop business relationships and network.
- In 2014:
  - +200 people, +30 growers, and 10 distributors attended.
  - 1 in 4 (25%) of attending vendors increased sales of local food as a result of Showcase.
  - Changed business practices of vendors (i.e. labeling and featuring local products).
  - Increase in knowledge of F2S and F2S opportunities amongst vendors.



# Questions?

Colin Cureton, M.S., M.P.P.  
Food Systems Director, CHIP  
858-609-7962  
[ccureton@sdchip.org](mailto:ccureton@sdchip.org)