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:
What is the “food system?”
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“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.”

1 http://en.wikipedia.org/wiki/Food_systems
20th 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!!
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

Leadership Council

Government Domain
Healthcare Domain
Schools & After-school Domain
Early Childhood Domain
Community Domain
Media Domain
Business Domain
Evaluation Committee

Workgroup
NHIT
F2S Taskforce
Workgroup
Workgroup
Workgroup
Workgroup
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

<table>
<thead>
<tr>
<th>COI Domain</th>
<th>Healthcare</th>
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<tbody>
<tr>
<td><strong>Vision</strong></td>
<td>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.</td>
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<tr>
<td><strong>Mission</strong></td>
<td>To advance healthful, sustainable food and beverage practices in San Diego County healthcare systems through collaboration.</td>
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| **Partners** | Co-chairs: UCSD, Kaiser Permanente
Team members: 22 local hospitals and health systems; Hospital Association of San Diego & Imperial Counties |
| **Notable Activities** | • Strategic plan
• “Rethink Your Drink” campaigns
• CEO Roundtable event (July, 2013)
• Food Matters training for health professionals (November, 2013)
• Common definitions & standards for 1) Healthy beverages, 2) Healthy vending, 3) Sustainable meat 4) Local produce
• 2014 – procuring antibiotic free meat, expanding HOTM and CA Thursdays to hospitals.
• Palomar Health Vegan Chef training (Spring, 2015)
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
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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?

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