

Live Well San Diego North County Community Enrichment Plan (CEP)

EXECUTIVE SUMMARY



LIVE WELL
SAN DIEGO

The **North County Community Leadership Team** was formed in January 2012 to help advance the implementation of *Live Well San Diego*, the County's vision to improve the overall health and well-being of San Diego County residents.

Live Well San Diego is built upon four pillars:

- Building a Better Service Delivery System
- Supporting Positive Choices
- Pursuing Policy and Environmental Changes
- Improving the Culture from Within County Government



Guided by a community-driven, strategic planning process, the North County Community Leadership Team (NCCLT) developed a Community Enrichment Plan (CEP) for the North Coastal and North Inland regions. The CEP prioritizes health, safety, and wellbeing issues facing North County and helps identify goals and actions to address them collaboratively as a region. The vision for the NCCLT is that healthy choices are easy, prevention is a priority, services are accessible, communities are safe, and all residents enjoy the highest quality of life in North County.

PRIORITY AREAS FOR NORTH COUNTY

BUILDING BETTER HEALTH

- **Increasing Physical Activity:** Support interventions and opportunities that encourage physical activity for all age groups.
- **Improving Nutrition:** Create environments that increase access to healthy and nutritious foods.
- **Improving Behavioral Health:** Increase awareness and access of local mental health resources among North County residents, school districts, and faith-based communities.

LIVING SAFELY

- **Increasing Disaster Preparedness:** Partner with schools to support robust disaster preparedness plans and training programs.
- **Reducing Crime:** Support gang prevention/intervention groups and their efforts.
- **Reducing Unintentional Injuries:** Increase awareness around increased helmet use, distracted driving, and fall prevention.
- **Reducing Illegal and Underage Drug Use:** Increase awareness of proper disposal of prescription drugs and support underage drug use prevention campaigns.

THRIVING

- **Support Education and Workforce Efforts:** Partner with businesses and schools to host youth internships.
- **Identify Opportunities for Input on Transportation:** Promote transportation community workshops, trainings, and grant opportunities for community partners and residents.
- **Increase Advocacy for Housing Efforts:** Increase awareness and education about local housing efforts for community partners and residents.

For more information about the North County Community Leadership Team, please contact **Stephanie Escobar** at (760) 740-3044 or stephanie.escobar@sdcounty.ca.gov
To learn more about *Live Well San Diego*, visit LiveWellSD.org/northcounty